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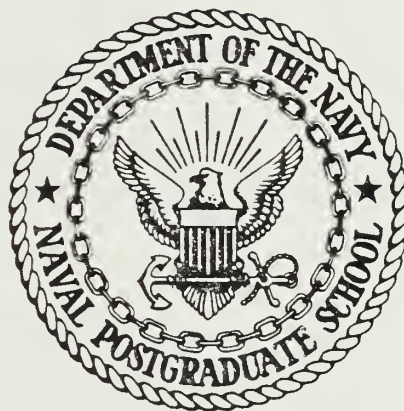






# NAVAL POSTGRADUATE SCHOOL

## Monterey, California



# THESIS

HOW DIFFERENT KINDS OF COMMUNICATION  
AND THE MASS MEDIA AFFECT TOURISM

by

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and  
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December 1984

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A case study and sample survey appeared the suitable methodologies to be used. It is a pilot study in that no previous research has been undertaken dealing with mass communication and the increase of tourism in Egypt.

How Different Kinds of Communication  
and the Mass Media Affect Tourism

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requirements for the degree of

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from the

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DUDLEY KNOX LIBRARY ABSTRACT  
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A case study and sample survey appeared the suitable methodologies to be used. It is a pilot study in that no previous research has been undertaken dealing with mass communication and the increase of tourism in Egypt.

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## I. TOURISM IN EGYPT: BACKGROUND

### A. INTRODUCTION

Tourism has grown during the last 50 years in most areas of the world as a result of people having more leisure time and money, and improvements in tourism facilities. Most countries are paying attention to tourism not only as an important means of achieving international understanding and the strengthening of peace among peoples, but also as an important factor in the national economy and an effective source of hard currency. At the end of World War II, tourism was used by Western countries to help revive the economy in Europe. These countries were competing with each other in terms of tourism growth as a means of developing their socio-economic status which had been disrupted by the war. During the 1960's the idea of using tourism to help reconstruct Europe was expanded into using tourism as a means of bringing about development in Third World countries. In 1963, the United Nations carried out an intensive campaign through which it attempted to create a desire among developing nations to give priority to tourism.<sup>1</sup>

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<sup>1</sup>The International Social Science., No. 42 (Cairo: Unesco January/March 1981) has devoted a special issue on the "Anatomy of tourism" that has been translated into Arabic and published by the Center of Unesco Publications in Cairo. It emphasizes the importance of tourism in internationalizing countries.

International statistics show that international tourism has realized a notable increase [Ref. 1: p. 37]. The world tourist movement in 1979 reached some 270 million tourists representing something in the region of \$79 billion, while according to preliminary estimates, total international tourist arrivals in 1980 has risen to some 285 million, registering an increase of five to six percent over 1979. Total world receipts from international tourism (excluding receipts from international tourist transport) is estimated at \$92,000 billion, registering an increase of 16.5 percent over 1979. The Middle East's share of these global figures, however, was no more in 1980 than three percent of the world tourist movement. This was partly due to the lack of tourism awareness about the Middle East countries, such awareness being imperative to the development of the tourist industry.

The continuous increase in tourist arrivals and the receipts from tourism have been accompanied by a rapid growth in investments in the tourist industry. Both the developed and developing countries have carried out intense tourist activities to consolidate or improve their position on the international travel market. Several countries from Europe, Africa and the Arab world--among them Spain, Greece, Tunisia and Kenya--have attempted to revitalize their economy through tourism development [Ref. 2: p. 4]. They have recognized the importance of tourism to the national economy and have given it a priority in their development plan. Along with some

achievements in the tourist industry, they successfully developed domestic tourism by raising tourism awareness among the different segments of their own society, and by encouraging local and foreign investment in tourist projects, pointing out the various advantages of such investments.

Therefore, it would seem that countries which stress development should pay special attention to tourism, particularly if they have a reasonable number of tourist attractions that could be employed for national achievements. Egypt offers a unique market where tourist resources are concerned. It has a variety of tourist assets that could satisfy the demands and needs of a large number of visitors. However, it has attracted a small number of tourists compared to other Mediterranean countries which have relatively fewer tourist assets. In 1979, Egypt welcomed 1,074,079 tourists, while Spain received 36,900,000, France 28,000,000, and Greece 5,800,000 tourists [previous Ref., p. 8]. This lack of tourists is probably due, in part, to the Middle East wars in which Egypt has been involved since 1948, because the war years seem to have negatively affected the number of its visitors [Ref. 3]. In 1957 the number of tourists fell from 368,191 in 1956 to 224,561. In 1966, it nearly doubled to 548,734 but fell again in 1967, to 344,954. In 1972, it rose to 540,880 but in 1973, again fell slightly, to 534,846. In 1980, the number of tourists reached its peak, totaling 1,253,097, and in 1981, it continued to rise to 1,376,027 tourists, realizing an increase of 9.8 percent over 1980.

There are several basic and interrelated components which largely influence the development of tourism in any country. This includes tourism services, natural resources, and political stability. Because Egypt was lacking political stability, budget priorities were given to defense, and therefore less to the promotion of tourism.<sup>2</sup> Despite of all these circumstances, Egypt has provided excellent security measures for all of its visitors.

Tourism has often been defined in terms of the number of visitors to a country and the number of tourist receipts those visitors generate in the economy. As a developing country, Egypt has need to increase its national income. Tourism appears to have a crucial role in the nation's economy and is one of Egypt's most important assets. As a result, it seems that tourism should be given more consideration regarding the factors that stimulate tourism. Egypt has the oldest civilization and the longest recorded history in the world, with still very visible Pharaonic, Greco, Roman, Coptic and Islamic monuments. Egypt has a favorable geographical position, as it has always been the meeting ground of East and West, the gateway from the West to the Middle East, Africa, and Asia. It has a perennially mild climate and a natural environment enriched by the Nile River,

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<sup>2</sup>This statement was made by Mr. Adel Taher, Minister of Tourism and Civil Aviation, in several press conferences.

Mediterranean and Red Sea beaches, vast expanses of desert, and unexploited oases. These attractions are in addition to its modern development since 1952, which also represents an incentive for many visitors.

## B. TOURIST ASSETS IN EGYPT<sup>3</sup>

Tourism in Egypt does not lend itself to a single form. It is a comprehensive term which includes several forms of travel and stay. People travel to Egypt to reach various ends and to gratify different needs. Accordingly, tourism as a phenomenon is presented under several forms which could be classified into two main types of tourism:

1. Traditional or classical tourism, which covers cultural and religious tourism. It serves to enrich information and knowledge about the great historic monuments left by the oldest civilizations represented by the Pharaonic, Coptic and Islamic monuments found throughout the country. Egypt, cradle of civilizations more than 5,000 years ago [Ref. 4: p. 808] and of monotheism since the reign of Akhnaton about 3,300 years ago [Ref. 5: p. 175], has paved the way for religious tourism. Religious

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<sup>3</sup>Information has been provided by Mr. Mohamed Nassim, previous director general of the Egyptian tourist offices abroad and now chairman of the Egyptian General Authority for the Promotion of Tourism (EGAPT).

places are found in Cairo, Alexandria, the Red Sea, Upper and Middle Egypt, and Sinai. Egypt satisfies the desires of all those wishing to visit the religious sites of their respective creeds.

With the restoration of Sinai to Egypt, programs of religious tourism have been amended to include the numerous religious places and relics on the Peninsula, such as the road said to have been used by the Holy Family of Jesus Christ, the mountain of El-Tor and Saint Catherine's monastery.

2. Active tourism includes the new tourist trends of which the following are examples:
  - a. Recreational or leisure tourism, which helps to refresh the physical and mental abilities of the individual tourist, and brings relaxation from work exhaustion in resort areas. Egypt enjoys not only long sea-shores on the Mediterranean and the Red Seas, but also a relaxing resort in Aswan.
  - b. Sport tourism satisfies people's hobbies like fishing, rowing, scuba-diving, swimming, horse back riding, shooting, and hunting. All these various kinds of sports can be enjoyed in Egypt throughout the year. Also, people can take part in other sporting events such as tennis and golf tournaments, as well as equestrian events. Several places are considered desirable for sports tourism such as the Red Sea

area, which is particularly excellent for aqua-sports, and Cairo and Alexandria for many different aspects of other sports activities.

- c. Health tourism satisfies the need for medical treatment in places with curative facilities. Egypt with its moderate climate, hot springs, mud baths, warm sand, and its mineral sulfuric water, offers a special curative aid for those seeking spa centers and convalescence resorts. Curative properties are particularly found in Aswan, Fayyum and Helwan. All of this is available along with a reasonable standard of living and cost of treatment, considered among the most important criteria of health tourism.
- d. Youth tourism is regarded as a means of linking young people of different countries, since travel has become a basic and growing interest of youth. Since it has become an important tourist activity, the tourist plan takes into consideration the rapid growth of the youth tourism movement. Suitable programs and reasonable prices are designed for youth. An adequate number of youth hostels, camps, entertainment and recreation centers are being established throughout Egypt to attract as many young men and women as possible from different countries.
- e. Car tourism. Egypt is now actively providing all necessary facilities to encourage car tourism which



accounts for approximately 70 percent of the gross movement of tourism in the world. In this respect, Egypt is especially privileged with its smooth and plain land, with its principal international waterway of the Suez Canal, and its convenient weather conditions, also projects that have been carried out for the construction of roads and supplementary accommodation facilities along Egypt's coasts on the Red Sea and the Mediterranean, the Nile banks, and across the desert and the oases.

Steps are being taken to accommodate ferry boat activities in the Red and Mediterranean Seas. So far, six ferry boats link the Arab region and Asia with Egypt from the East and South, and Central Europe from the North.

- f. Yacht tourism is a growing movement in Europe and particularly in the Mediterranean countries. Being aware of such an important movement, tourist authorities have carried out intense activities for its development in Egypt. In the past, complicated formalities were required to obtain necessary permits, however, these formalities have been reduced and a number of marinas are being established on the Red and Mediterranean Seas.
- g. Desert and aqua safari tourism has existed in Egypt since ancient times. Carvings on the walls of

Pharaonic temples reflect the history of this field of interest among ancient Egyptians. Animal, wild bird and duck hunting have been a tradition in Egypt since ancient civilization. Most recently, efforts have been made to develop this field of interest, particularly in the Western Desert, Sinai and the Red Sea, where deer and wild rabbit hunting could be enjoyed, along with duck shooting in some parts of Egypt. Aqua safari is equally an important activity in the Red Sea where visitors are invited to enjoy the spectacular varieties of fish and coral reefs.

- h. Adventure tourism is for those who seek and enjoy the new in everything, no matter how adventurous the situation. The adventure seeking tourist is attracted to the Red Sea coast with its exceptional variety of fish and coral reefs rarely found elsewhere, as well as to the oases, green islands in the midst of the desert.
- i. Conference tourism includes scientific, professional and even political gatherings. This type of tourism has recently become popular and many countries have begun to concentrate on convening local and international conferences. Participating delegates are provided with tourist facilities such as sight-seeing tours, excursions, souvenir purchasing, thus being afforded the opportunity of visiting the country's

main attractions. These conferences are considered a good form of publicity for the countries in which they take place because the media are always present to cover such events. This particular type of tourism has developed in Egypt as a result of the facilities provided, and because of its convenient climate and its favorable geographic location.

However, despite of all these various tourist assets, it is not clear how tourists have heard about Egypt as a potential place to visit or what has helped them to decide to come to Egypt.

Several mass communication researchers have investigated the role of the mass media and other kinds of communication upon individuals' attitude and behavior. Some have examined the power of the mass media in the diffusion of information and others in the diffusion of innovations [See, for example, Ref. 6 and 7]. The mass media and other kinds of communication proved to be successful as a means for bringing about social change in developing countries [Ref. 8: p. 220]. They could be the gateway to several national achievements from the social, economic, and educational aspects. However, previous mass communication research has not studied the impact of the mass media and other kinds of communication in terms of tourism growth. Tourism has been often defined by high officials in the tourist industry as a "passport to

peace"<sup>4</sup> to which could be added that it is also a passport to development. But did the mass media and/or other kinds of communication play a role in promoting tourism to Egypt? What kind of communication appears to be more influential on tourists, and at what stage? Is it at the awareness or the decision-making stage, or both? This study will attempt to determine the role of the mass media and interpersonal communication in encouraging tourism in Egypt.

According to statistics previously mentioned, the world tourist movement reached in 1980 some 285 million tourists representing something in the region of \$92 billion. Egypt's share of these global figures was no more than 1,253,097 tourists and 774,000,000<sup>5</sup> Egyptian pounds.

Why Egypt, with its various tourist assets, can claim no more than .0044 of the world tourist market, appears to be a question worthy of investigation.

One approach to this question would be to consider the impact of different kinds of communication on the increase of tourism in Egypt. Statistical data [Ref. 9: p. 4] shows visitors from the United States represent the bulk of tourists coming to Egypt, totaling 140,000 in 1979 compared to 79,000 from the Federal Republic of Germany and 78,000 from France. The number of American tourists surpassed the number

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<sup>4</sup>This statement was the emblem of the World Tourism Organization (WTO) in all its publications of 1976.

<sup>5</sup>Unpublished information provided by the Central Bank of Egypt.

of Arab tourists from Saudi Arabia which reached 126,000 in 1979. The number of American tourists also realized a notable increase in 1980. It reached 141,322 compared to 93,898 from France, 92,125 from the Federal Republic of Germany, and 138,981 from Saudi Arabia.

A study of the reasons these American visitors came to Egypt would be important to the Ministry of Tourism, especially to learn what kind of communication is most effective. Such information will be useful in the following ways:

1. It would help the Ministry of Tourism plan future communication strategies.
2. If more emphasis should be placed on mass communication, it would provide clues as to which medium appears to be the most influential medium for attracting tourists.
3. It will indicate the kinds of communication that most influenced tourists in their decision to visit Egypt.

#### C. THE PLAN FOR TOURISM PROMOTION<sup>6</sup>

The Ministry of Tourism, through its several departments, has carried out the following plan for tourism promotion set up for 1980:

1. Expansion of tourist promotion through official agreements, the encouragement of cultural and sports

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<sup>6</sup>Information has been provided by Mr. Adel Taher, previous under secretary of state for tourism promotion, and from June 1981, chairman of the Egyptian General Authority for the Promotion of Tourism (EGAPT), and since January 1982, Minister of Tourism and Civil Aviation.

festivals, and the creation of tourist weeks abroad, as well as through taking advantage of the public relations opportunities provided by international events and celebrations.

2. Raising the standards and qualifications of employees in the tourist industry through instruction and training courses in tourism and hotel management, many given by colleges or high institutes.
3. Raising the local awareness of tourism through the establishment of the Association of Friends of Tourism, whose members are trained to voluntarily help the tourist who may like to meet with specific segments of Egyptian society.
4. Providing improved security measures for tourists with Tourist Police, whose assigned task is to aid tourists from the moment of their arrival, in all touristic areas throughout the country.

There are other major steps that the Ministry of Tourism has taken with the purpose of increasing the number of tourists and the number of tourist receipts in Egypt.

1. Direct means of promotion, including:
  - a. The production of tourist publications in different languages, as well as posters and films covering the various aspects of tourism in Egypt.
  - b. The participation in tourist conferences, weeks, exhibits, fairs and festivals at international and

regional levels, as well as in international events and celebrations.

- c. The convening of press conferences at the international and local levels to promote the latest achievements in the tourist industry.

2. Indirect means of promotion including:

- a. The invitation of travel writers, journalists, television expeditions, and owners or directors of travel agencies, at the international level, on familiarization trips to Egypt.
- b. The seeking of answers or solutions to those complaints submitted by tourists.
- c. Participation in locally convened international conferences to acquaint the participating delegations with tourist potentialities in Egypt.

The Ministry of Tourism is also keen on developing domestic tourism which is the nucleus of international tourism growth, through its attempt in raising tourism awareness among the different segments of Egyptian society, as well as in encouraging local and foreign investments in tourist projects. The Ministry of Tourism has equally carried on intense activities, in terms of convening local tourist conferences at the governorate level, aimed at raising the standard of tourist services in the different regions of Egypt.

Within the general plan for tourism promotion, a communication strategy has been prepared to attract American tourists to visit Egypt. The Ministry of Tourism has two offices in the United States, in New York to promote tourism to Egypt from the eastern part of the United States, and in San Francisco to fulfill a similar function within the western part of the United States. The activities carried out for tourism promotion have given way to marketing functions. Several Egyptian travel agencies and local international airlines companies and hotel chains have benefited from such tourism promotion activities and have begun assuming marketing responsibilities that are imperative to the increase of American tourists in Egypt.

The Ministry of Tourism has allocated a budget of \$418,000 for external promotion representing 38.7 percent of its total budget for promotion equivalent to \$1,080,000. This budget seems to be rather limited compared to other similar countries such as Greece, that has allocated, in 1978, a budget of \$7,620,000 for external promotion representing 30.5 percent of its total budget for tourism promotion equivalent to \$25,000,000. It therefore appears that the budget allocated for tourism promotion in Greece is about 23 times more than that of Egypt. The rationale for comparing Egypt with Greece is that the latter is similar to Egypt from the social, economic, cultural, and geographical aspects. Both countries need economic growth, share a number of



traditions and culture, and are located on the Mediterranean coast. Yet, despite these similarities, we find that there is a remarkable difference in the budget allocations for tourism promotion of each country. This could partly provide an answer to the question of why Egypt, in 1980, had only attracted 1,253,097 tourists, whereas Greece has welcomed 5,175,600 tourists.

However, the Ministry of Tourism, being aware of the keen need to subsidize its budget designed for tourism promotion, formed the Egyptian General Authority for the Promotion of Tourism (EGAPT), a public sector organization more flexible in procedural matters and enjoying about \$1,400,000 promotion budget.

Nevertheless, despite the limitations of its previous budget, the Ministry of Tourism had, nevertheless, attracted quite a large number of tourists in 1980 compared to previous years. Within the assigned budget for external promotion, \$143,000 was allocated to the budget of its two offices in the States. Even with such a limited budget, the Ministry of Tourism has exerted every effort to attract American tourists to visit Egypt. It has provided its two offices with tourist publications, posters, slides and films covering the different aspects of tourism in Egypt. It has invited, with the cooperation of international airlines companies, 200 persons from the American mass media and travel industry on a one week familiarization trip to Egypt in order to acquaint them with its tourist potentialities.

Also, the Ministry of Tourism has supplied its two offices with necessary tourist information and data to adequately convey an exciting and a favorable impression about tourism in Egypt. In return, its offices send back information about the American tourist market and its potential tourist demand. These offices also provide their headquarters with surveys dealing with the impression and evaluation of some American travel writers, journalists and other influential personalities in the field of tourism regarding the tourist services and facilities in Egypt. Such surveys help the Ministry of Tourism in developing its resources and services, as well as in creating other fields of interest in accord with the American tourist demand and its assigned budget.

Tourism demand and tourism supply are important elements in the process of tourism development in any country. They are interdependent and closely related to each other, and must necessarily be taken into consideration in all efforts to increase tourism. However, such analysis of the tourism demand and supply requires several capabilities, among which professional and financial capabilities are of prime importance. The Ministry of Tourism, due to its limited financial resources, has not been able to afford to pay adequate attention to those vital elements in the development of its tourist industry. As previously mentioned, the Ministry of Tourism has only two offices in the United States which must

struggle to promote tourism to Egypt from the 50 American states. The Ministry of Tourism has considered the United States of America as a country, when instead, it should be considered a continent.

A budget of \$120,000 was assigned to the tourist office in New York, while \$23,000 was allocated to the budget of the tourist office in San Francisco. Within the assigned budget, these offices have assumed the following responsibilities:

- Providing mass media representatives with the requested information.
- Placing ads in the most important American tourist publications.
- Attending mass media conferences and travel agencies gatherings.
- Participating in the activities of world tourist organizations such as the American Society of Travel Agents (ASTA), the Universal Federation of Travel Agencies Associations (UFTAA) and the Confederation of Tourist Organizations of Latin America (COTAL).
- Suggesting influential personalities in the field of tourism to be invited to Egypt on educational tours.
- Taking advantage of international tourist and cultural celebrations such as the King Tut and Akhanaton exhibits, by creating tourist weeks, festivals, exhibitions and fairs.
- Keeping contacts with the main travel agencies that bring large numbers of American tourists to Egypt, contacting other travel agencies that have either stopped selling Egypt or who have never put it on their programs, in an attempt to establish cooperation and expansion of the tourist movement to Egypt.
- Attending seminars and symposiums at the university level to deliver lectures about Egypt's cultural and tourist potential.

- Offering assistance and facilities to professors interested in teaching subjects related to ancient and modern Egyptian culture, in order to ensure further educational development, regarding Egypt's history and culture, at school and university levels.
- Encouraging travel writers and media representatives to visit Egypt to cover its historic, cultural and modern aspects.
- Providing information and facilities to those investors who wish to invest their capital in tourist projects in Egypt.
- Supplying the Egyptian community living in the United States with requested information as well as with information related to the latest achievements of the Egyptian tourist industry. In return, the Egyptian community cooperates with the tourist office in terms of promoting tourism to Egypt through interpersonal channels.

However, despite all of these efforts, it is not known if they have been effective in terms of increasing American tourists in Egypt. It would seem important therefore to evaluate their consequences and to measure their impact if proper tourist planning is a paramount national goal. Has the communication strategy put forth by the Ministry of Tourism produced the desired result? Did the mass media succeed in making Americans aware of Egypt as a desirable place to visit? If yes, which medium has been most influential on tourists, and at what stage? Is it at the awareness or the decision-making stage, or at both of these stages? Did interpersonal communication play a role in promoting tourism to Egypt?

This study is designed to address the role of the mass media and interpersonal communication at the awareness and

decision-making or evaluation stages. Is television, for example, the most effective medium at one or both of these stages since it is credited by some as being the most powerful medium of mass communication?

At the decision-making stage, is a one-step, two-step, and/or multi-step flow most effective? Are informal channels of communication more effective at the decision-making stage? This study will attempt to shed light on the diffusion of information process and the relative importance of mass media and interpersonal communication in the awareness and persuasion processes in relation to American tourists coming to Egypt.

#### D. PROBLEM STATEMENT

This study tries to answer the question about which kind of communication-interpersonal and/or mass makes Americans most aware of Egypt as a country to visit; and which kind of communication most helped them to decide to come to Egypt.

#### E. STATEMENT OF OBJECTIVES

The study, which pertains only to American tourists sought to:

1. Explore the role of interpersonal and mass communication regarding tourism in Egypt.
2. Determine which medium of mass communication appears to have the most influence on tourists.

3. Investigate the relationship between communication and the tourist's decision to visit Egypt.
4. Help the Ministry of Tourism decide the best allocation of its resources for attracting American tourists to Egypt and what communication strategies would likely be most effective.

F. HYPOTHESES

The following hypotheses will be tested:

1. Most of the American tourists heard about the desirability of visiting Egypt through the mass media rather than interpersonal or any other kinds of communication.
2. Television is most often mentioned by tourists than any other media in terms of the awareness stage.
3. Most of the American tourists made up their minds to come to Egypt as a result of interpersonal communication rather than any mass medium.

## II. REVIEW OF LITERATURE

### A. INTRODUCTION

The aim of this study is to investigate the influences of different kinds of communication which would make Americans aware of Egypt as a desirable place to visit and would help them decide to come to Egypt. The literature which was reviewed was selected therefore to trace the impact of different types of communication at the awareness and decision-making stages. Research heretofore undertaken in Egypt has stressed the history and function of mass communication or it has considered the development of the tourism industry [for example, see Ref. 10, 11, and 12]. Very few of the works studied were found to deal with tourist publicity [see Ref. 13 and 14]. And, while efforts were made to find previous research dealing with mass communication in terms of tourism increase, none were found which would be relevant to this particular study.

Diffusion theory, however, relates to this study, as to how American tourists hear about Egypt as a potential place to visit and examining which kinds of communication possibly influenced them most in deciding to come to Egypt. At the awareness and decisionmaking stages, a one-step, two-step, and/or multi-step flow appears to be operating. It would appear, therefore, that a careful review of the various

models or theories of mass communication and their role in the diffusion and decisionmaking processes is necessary.

## B. DIFFUSION THEORIES

Diffusion theories are an important part of mass communication research, because they carry valuable findings for societies of developed and developing countries. Diffusion research may play a more important role in developing nations, such as Egypt, for it deals with the diffusion of both information and innovations. In developed nations, this research deals primarily with the diffusion of information.

Several mass communication researchers have examined the role of mass communication in diffusion of information or diffusion of innovations. Lerner [Ref. 15] and Schramm [Ref. 16] studied the power of the mass media as the means for bringing about social change in developing countries. Klapper suggested that the mass media were not by themselves all-powerful and that "mass communication rarely functions as the sole agent in the process of effects," [Ref. 17: p. 92], a concept supported by Berelson, Lazarsfeld and Gaudet in their studies on national elections [Ref. 18].

In the diffusion process, a number of theories have been applied in mass communication research in order to investigate the direct evidence of media effects or the influence of different kinds of communication on audience members. As Sereno and Mortensen noted:



Viewed sociologically, the process of diffusion may be characterized as the acceptance, over time, of some specific item--an idea or practice, by individuals, groups or other adopting units, linked to specific channels of communication, to a social structure, and to a given system of values, or culture [Ref. 19: p. 346].

Therefore, there is a difference between communication and diffusion of innovations. Communication is the transfer of messages from a source to a receiver with the purpose of spreading knowledge, which in turn, might modify the attitude of receivers. Whereas communication deals with all types of messages, diffusion of innovations is a subset of communication concerned with the spread of specific information about new ideas and the adoption or rejection of these new ideas. Diffusion studies attempt to bring about "overt behavior change" rather than just bringing about change in knowledge or attitude [Ref. 20: p. 13].

#### 1. Hypodermic Needle Model or "Bullet" Theory

Following World War I, several propagandists wrote about how they were able to manipulate public opinion. About the same time, the stimulus-response (S-R) school of psychology was strongly developing. The result of these trends was the emergence of the hypodermic needle model of mass communication or "bullet" theory. This model assumed an all-powerful media which was perceived to have a direct effect on the audience. The model portrayed the mass media as "a giant hypodermic needle, pecking and plunging at a passive audience [Ref. 20: p. 203]. Dominant in the

United States in the late 1920s till the 1940s, it was the theme of various novels such as Brave New World by Aldous Huxley and 1984 by George Orwell.

The hypodermic needle model also was supported by early mass communication researchers who described the mass media as a powerful instrument in influencing individuals' attitudes and behavior. The mass media were perceived as the "magic" multipliers in terms of economic growth, development process and in bringing about social change. Daniel Lerner wrote that "the mass media in modernizing societies are most influential in shaping the lives of people newly located in the sectors of maximum transition [Ref. 15: p. 232]." Lerner also studied the differences in personality between the "transitional" people who expose themselves to the media and the "traditional" people who hardly use them, suggesting that there is a close relationship between media consumption and modernization. He said "those who are modernizing tend to be more accessible to the media. Media participation, in turn teaches them modernity."

Lerner studied the development process of six countries--Turkey, Lebanon, Egypt, Syria, Jordan and Iran--by means of field studies and surveys. He identified three phases toward modernizing styles of life--urbanization, literacy, and media participation--and noted that there is a reciprocal relationship between literacy and media growth. According to Lerner, "the literate develop the media which

in turn spread literacy [Ref. 15: p. 60]." Media exposure, Lerner has said, teaches new desires and satisfactions, enlarges a person's view of the world, expands resources of knowledge and also portrays for him the role he might play in "real" life.

According to Lerner, the individual learns from the media how to identify himself in the situation displayed for him. This concept of identification, which Lerner called empathy, "is the multiplier because it equips individuals to make use of vicarious experiences, i.e., experiences lived through by other than oneself [Ref. 21: p. 122]." So, the mass media produce a multiplier effect via empathy.

Lerner also emphasized the power of radio in terms of social development in Egypt, and said that the late President Nasser of Egypt, "conceptualized radio as a chosen instrument of national identity [Ref. 21: p. 215]." Lerner quoted Nasser in saying that:

radio has changed everything....people in the most remote villages hear of what is happening everywhere and form their own opinions. Leaders cannot govern as they once did. We live in a new world [Ref. 21: p. 215].

Such concept of the importance of the mass media as powerful means of bringing about change was also adopted by Wilbur Schramm [Ref. 16]. The mass media were perceived by Schramm to be very influential in bringing about changes in education, politics, health and family planning in developing nations. Everett Rogers showed how media exposure is highly correlated with the modernization process [Ref. 22].

But as more studies were conducted, the notion of all-powerful media was rejected and the two-step flow model was introduced.

## 2. The Two-Step Flow Model or Theory

In 1940, Paul Lazarsfeld and colleagues studied the way voters came to make up their minds. They expected to find that the mass media would have a great influence on voting behavior. Instead, they discovered that interpersonal communication, coupled with mass communication messages, was more likely to produce certain effects. Out of this study, of the 1940 U.S. Presidential election in Erie County, Ohio, came the idea of the two step-flow model and the concept of opinion leaders: information does not flow directly from the communicator to the communicatee but through an opinion leader [Ref. 18].

Rogers and Shoemaker defined opinion leadership as "the degree to which an individual is able to informally influence other individuals' attitudes or overt behavior in a desired way with relative frequency [Ref. 20: p. 243]." Opinion leaders were defined by Rostian as "those who exercised personal influence [Ref. 23: p. 109]."

However, opinion leadership is an elastic and elusive concept. Merton [Ref. 24] identified opinion leaders as those named four times or more by their followers, while others considered opinion leaders those designated by five or more respondents [Ref. 25: p. 494].

A number of studies have been conducted since the voting study of 1940 to support the two-step flow hypothesis. Rosario observed that personal contacts appeared to be influential in decision-making [Ref. 26: pp. 290-292]. These studies were conducted in developed and developing countries with the viewpoint of measuring media efforts as well as the relative importance of personal influence in the decision process.

a. Types and Characteristics of Opinion Leaders

Rogers and Shoemaker [Ref. 20: pp. 277-282]

identified three types of opinion leaders:

1. Stimulator--as the degree to which a person is perceived to create awareness to adopt innovations with relative frequency.
2. Legitim�izer as the degree to which a person is perceived to exert influence in authorizing new ideas with relative frequency.
3. Implementor as the degree to which a person is perceived to encourage overt behavior in adopting the innovation with relative frequency.

Some of the major characteristics [Ref. 20: pp. 217-219] of opinion leaders are:

1. Opinion leaders are heavier consumers of mass communication than their followers.
2. Opinion leaders are more cosmopolitan than their followers.
3. Opinion leaders have higher social status than their followers.
4. They have greater social participation than their followers.

b. Homophily-Heterophily in the Diffusion Process

Homophily is defined "as the degree to which pairs of individuals who interact are similar in certain attributes, such as beliefs, values, education, social status and the like," whereas heterophily is the degree to which pairs of individuals do not share certain attributes [Ref. 20: p. 244]. In terms of diffusion flow, effective communication usually occurs when the communicator and the receiver are homophilous. However, Rogers and Shoemaker have pointed out that homophily can act as an "invisible barrier" to the rapid flow of communication within a social system. Information might flow horizontally rather than vertically within the social structure. Therefore, the use of different opinion leaders for different social states might be needed in order to achieve more successful results.

c. Criticism of the Two-Step Flow Model

Researchers have identified deficiencies in the two-step flow-model. McNelly, for instance,

sees mass communication neither as a simple injection... nor as a neat two-step flow from mass media to opinion leaders to the general public, but rather as a complex, multi-stage, multi-directional process, with possibilities for both direct and indirect effects of mass media messages [Ref. 26: p. 88].

McNelly and others have referred to various diffusion studies, where evidence was found of the power of the media to inform people without using interpersonal channels. On the other hand, they also found evidence of the relative importance of interpersonal communication on the diffusion flow.

Rogers has criticized the theory on the grounds that:

neither its originators nor most of the later students of the idea seem to have taken into account the relative importance of the communication sources at different stages in the adoption process. [Ref. 26: p. 292]

According to Rogers, people seek mass media messages at the "awareness" stage and personal communication at the "evaluation" stage. Rogers also criticized the theory for not making a distinction between leaders and their followers.

Wilbur Schramm, assessing the two-step flow model, also said that:

there is no very convincing evidence that opinion leaders are typically active forces in social persuasion. Apparently, they are just as likely to be passive as to be active and to wait for someone to ask their advice rather than trying to persuade [Ref. 27: p. 123].

Therefore, according to Schramm, the concept of opinion leaders receiving information from the media and passing it to the user proved to be too simple.

The idea of the importance of the sources at different stages was supported by rural sociologists who:

have demonstrated that a potential adopter of a new idea or innovation is more likely to seek or accept information from the mass media very early in the process and to seek information from informed respected people later in the process of adoption [Ref. 27: p. 123].

### 3. The Multi-Step Flow Model or Theory

As more studies were conducted, it became clear during the 1950s and early 1960s that the two-step flow model

was too simplistic in some situations. Thus, the multi-step flow model was developed where information flows from the communicator to the user through different opinion leaders. In some situations, a person may be an opinion leader and pass on information, and in other situations, he may be seeking information or advice from an opinion leader. Furthermore, there are many opinion leaders for different topics, and the user may get information or advice from a number of opinion leaders, not just one.

To this, Rogers has pointed out that opinion leadership is "really a continuous variable [Ref. 27: p. 124.]"

Schramm said that:

there are all shades and levels of opinion leaders. Some are strong and widely accepted leaders, others not. From the time of the Decatur study, we have known that advice is usually sought with respect to a particular topic, generalized opinion leadership status is scarce. Furthermore, such leaders appear at all levels of society and at different ages, according to what knowledge they are expected to have [Ref. 27: p. 124].

#### 4. One-Step Flow Model or Theory

This model does not pretend all-powerful media, even though information flows directly from the communicator to the user. It states clearly that information flows directly from the mass communicator to the user without the mediation of opinion leaders. It is a kind of reversion to the hypodermic needle model, but without assuming that the media are influencing the behavior of the audience. According to Rogers and Shoemaker, "the one-step flow model most



accurately describes the flow of messages to a mass audience when the saliency of the message is extremely high or perhaps very low." [Ref. 20: p. 209]

In conjunction with limited media effects, Bernard Berelson has stated in the 1950s that "some kinds of communication, on some kinds of issues, brought to the attention of some kinds of people, under some kinds of conditions have some kinds of effects [Ref. 28: p. 172]. Joseph Klapper has noted in the 1960s that mass communication is ordinarily a "contributory agent" rather than the sole cause of audience effects [Ref. 17: p. 8].

#### C. DIFFUSION THEORIES AND NATIONAL DEVELOPMENT

As this chapter seeks to trace the impact of different kinds of communication at the awareness and decision-making stages, it is useful and important to review diffusion theories in terms of national development. In examining the role of mass communication in national development, the several models of mass communication should be taken into consideration, along with the statements of Berelson and Klapper who have reminded us that mass communication would play an auxiliary role in the process of effects.

But in 1976, Lerner and Schramm changed their minds regarding the direct effects of the media in terms of national development [Ref. 29]. Rogers said,

Now, in 1976, we look backward. The mass media have indeed penetrated much further than in 1965. New communication technology, such as broadcasting satellites, has come on the scene. Government officials in most developing countries have indeed heeded our advice and sought to utilize mass communication for development purposes. But little real development has occurred by just about any standard [Ref. 30: p. 7].

It may be that one of the mistakes in perceiving the mass media as powerful means of bringing about change was that research conducted in the United States was applied in other cultures, regardless of the differences among cultures. Mass media systems are shaped by societies according to their different cultures. Media systems affect government, education, the economy and other systems, and are affected by them. Culture and communication are closely related to each other.

Furthermore, according to Rogers, there are several factors auxiliary to national development, such as technology, literacy, economic growth, and not solely using mass communication for development purposes. Despite these auxiliary factors to development, he adds, "in the early 1960s, despite this considerable research, the relative power of the mass media in leading to development was mainly assumed rather than proven [Ref. 30: p. 135].

According to Rogers, the number of field studies was rather small to confirm the relative power of the media role in development:

Gradually, it was realized that the role of mass communication in facilitating development was often indirect and only contributory, rather than direct and powerful. But this varied upon such circumstances as the media, the messages, the audience, and the nature of the intended effects [Ref. 30: p. 135].

Therefore, the concept of the "dominant paradigm" of development, or the "top-down approach," which implied a "one-way role for communication," for example, government officials seeking to inform and persuade a mass audience in a desirable way seemed to be unworkable in some developing nations. To this, Rogers has reported:

When individuals in developing nations who had adopted an innovation like a weed spray, a new crop variety, or family planning, were asked the sources/channels through which they had learned about the new idea, the mass media were almost never reported. Interpersonal channels with peers totally predominated in diffusing the innovation [Ref. 30: p. 138].

The "trickle-down" theory appeared not to work since mass media messages went only so far and stopped without reaching the lower stratum, leading to a "communication gap."

#### D. "THE COMMUNICATION GAP" HYPOTHESIS

Tichenor said that mass communication would have an effect upon widening the "gap" in knowledge between two "categories of receivers, those high and low in socioeconomic status [Ref. 31]." Rogers gave a possible explanation of this "gap." He said that the "ups"--those high in socioeconomic status--"perhaps as an artifact of gaining their original superior status, possess greater receptivity to the change-oriented communication messages" than the "downs"--

those low in socioeconomic status [Ref. 30: p. 142]. Thus, the use of change agents was introduced as a way to bridge the communication gap effect.

A change agent is defined as a "professional who influences innovation-decisions in a direction deemed desirable by a change agency [Ref. 20: p. 35]." A change agent is technically trained to call for new ideas and could be influential on the decision-making process itself. Change agents often use opinion leaders in the desirable campaign. However, opinion leaders being over-used by change agents, might lose their credibility with their former followers. "Change agents can perform the role of stimulator and perhaps initiator in the collective decision-making process, but seldom are they legitimizers [Ref. 20: p. 291]."

These models of communication have been reviewed because they are relevant to the first and third hypotheses which have stated that American tourists are aware of Egypt as a potential place to visit through the mass media rather than interpersonal communication, whereas the latter has an influence upon them in terms of the decision-making process. Concerning the second hypothesis, previous research on the impact of television has been selected, since it is one area of interest to investigate which medium is more effective at the awareness or decision-making stages or at both of these stages. Television is credited by some as being the most

powerful means of communication. Therefore, it seems of value to analyze Marshall McLuhan's theories.

#### E. IMPACT OF TELEVISION

According to McLuhan:

The new technologies, such as television, have become a new environment. They radically alter the entire way people use their five senses, the way they react to things and therefore, their entire lives and the entire society [Ref. 32].

McLuhan studied media differences and impact. His main theme is that all technologies are "extensions of our physical and nervous system to increase power and speed," and without such increases, "new extensions of ourselves would not occur or would be discarded [Ref. 33: p. 90]."

McLuhan called television "the timid giant." "A great many things will not work since the arrival of TV. Not only movies, but the national magazines as well, have been hit very hard by this new medium. Even the comic books have declined greatly," said McLuhan [Ref. 33: p. 312].

According to him, technologies, such as television, affect people's thinking, life styles, and reactions. Furthermore, technologies affect the balance of the five senses, and people have to readapt themselves with the new environment created by these new technologies.

Therefore, people have to make a certain balance out of their five senses which have been affected by technologies. According to McLuhan, if it happens to one sense to lose a

certain degree of intensity, such as the sense of hearing, the other senses will change intensity too, to try to restore or regain balance. "Television has changed our sense-lives and our mental processes [Ref. 33: p. 332]." McLuhan has stated,

Most technology produces an amplification that is quite explicit in its separation of the senses. Radio is an extension of the aural, high-fidelity photograph of the visual. But TV is, above all, an extension of the sense of touch which involves maximal interplay of all the senses [Ref. 33: p. 333].

"The medium is the message" is one of McLuhan's better known statements in which he conceived the medium to be as important, if not more important, than the content. According to McLuhan, the form of communication, rather than its content, shapes our lives. This means that a social system is largely affected by the nature of the media in which messages are oriented, and not by the content of those messages. Thus, "what is communicated has much less effect on us, than the means by which it is communicated [Ref. 32: p. 78]."

"TV has transformed American innocence into depth sophistication, independently of content.... It has created a taste for all experience in depth... [Ref. 32: p. 245]"

According to McLuhan, any new medium takes its content from an old medium which becomes an "art form." "The content of writing is speech, just as the written word is the content of print and print is the content of telegraph [Ref. 33: p. 8]." The new environment takes over the old

one, as radically as "TV is processing the film. For the content of TV is the movie." For McLuhan, we are living in an era of overlapping media. Furthermore, the effect of the new media becomes strong just because it has taken the content of the former medium.

McLuhan also made other important statements regarding the impact of television, such as "the user is the content" or "the viewer is the screen." He meant that television involves a high degree of participation on the part of the audience, and that without the participation of the audience, there would be no "content." If there were no user there no sense would be given to the "content." The user gives a meaning to the "content," and without his participation there would be no need for the "content" to exist. The "user is the content." According to McLuhan, "The TV image offers some three million dots per second to the receiver. From these, he accepts only a few dozen each instant from which to make an image [Ref. 33: p. 313]." Consequently, television requires a high degree of active involvement and participation, which in turn affects the "content," or otherwise, there would be no "content."

Another important statement is "the medium is the message." McLuhan conceived the media, being an extension of ourselves, to work us over completely. The media are "so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that

they leave no part of us untouched, unaffected, unaltered [Ref. 34: p. 28]." According to McLuhan, the media are reshaping and restructuring our environment. They invade people's privacy, and urge them to reconsider and reevaluate the image they have perceived of the world.

McLuhan makes a sharp distinction between print and electronic media. He calls print media "not media" since they are loaded with information compared to electronic media, precisely television, which he calls "cool media" since they have relatively less information. A hot medium, according to McLuhan, does not require much participation on the part of the recipient, as it is filled with information and data, whereas a cool medium involves a high participation or "completion" by the audience. Television is a cool medium because its "image is visually low in data," therefore, the viewer is forced to participate in order to form his own opinion and to complete the image [Ref. 33: pp. 312-313].

McLuhan called radio a "hot medium" as it does not invite the user to the same degree of participation that the television requires. A hot medium, such as radio or one of "low definition" which is defined as "the state of being well filled with data," involves less participation than a cool medium, such as television. Comparing radio with television McLuhan has stated, "Radio will serve as background--sound or as noise-level control... TV will not serve as



background. It engages you. You have to be with it [Ref. 33: pp. 311-312]."

However, there is a difference between "hot" and "cool" media used in "hot" or "cool" culture. McLuhan has defined "hot culture" as the "literate culture," while "cool culture" as the "nonliterate culture." According to him, the "hot" radio medium has a stronger effect in a "cool" culture than in a "hot" culture. To this, McLuhan has reported:

A cool or low literacy culture cannot accept hot media like movies or radio as entertainment. They are, at least as radically upsetting for them as the cool TV medium has proved to be for our high literacy world [Ref. 33: pp. 30-31].

According to McLuhan, print media have fragmented our society, whereas television has brought a unification on a global scale. "Print caused an 'explosion' breaking society up into categories. The electronic media, on the other hand, are causing an 'implosion,' forcing people back together in a tribal unity [Ref. 32: p. 37]." Before the development of the printing press, the sense of hearing was dominant. But as technologies change the balance of the senses, "print media gave tribal man an eye for the ear [Ref. 32: p. 34]." However, with television, the aural sense became dominant again, and people, therefore, will live in a "tribal unity."

Along with McLuhan's theories on the impact of television, surveys of the Roper Organization indicate that television is the most credible medium of all the media [Ref. 35: p. 4].

F. ROPER ORGANIZATION SURVEYS

The Roper Polling Organization has conducted several surveys with the purpose of investigating the most believable medium of all the media. The sample sizes were either 1,995 or 2,004 persons (except for the 1963 study), and the samples were drawn to represent a nationwide cross-section of the adult population (twenty-one years and older in the studies through 1968, and eighteen and over since the 1970 study).

Results were based on answers to the question:

If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe, the one on radio or television or magazines or newspapers?

Table 1 shows the frequency of responses in terms of the most believable medium [Ref. 35].

Table 1  
Frequency of the Most Believable Medium

	1959	1961	1963	1964	1967	1968	1971	1972	1974	1976	1978	1980
	%	%	%	%	%	%	%	%	%	%	%	%
Television	29	39	36	41	41	44	49	48	51	51	47	51
Newspapers	32	24	24	23	24	21	20	21	20	22	23	22
Magazines	10	10	10	10	8	11	9	10	8	7	9	8
Radio	12	12	12	8	7	8	10	8	8	9	9	9
Don't Know or no answer	17	17	18	18	20	16	12	13	13	11	12	10

Although the Roper poll shows that television has a higher percentage in terms of "most believable medium," it

seems that the Roper Organization has possibly failed to indicate the aspect or the subject in which television appears to be the most believable medium of all the media. People would like to know "in what" television is the most credible medium, and which type of communicator may have affected its credibility. Furthermore, the Roper Organization did not pay the right attention indicating that "a seemingly high number of don't knows or no answers showed up in connection with the credibility question [Ref. 36: p. 159]."

Having reviewed the impact of television and the various models of communication on the diffusion and persuasion processes, results of this study will shed light on the role of the mass media and other kinds of communication in terms of American tourists who come to Egypt. However, before dealing with the results, it seems necessary to indicate the type of research that has been used, and the different steps of the methodology.

### III. METHODOLOGY

#### A. INTRODUCTION

This study is an attempt to shed light on the impact of different kinds of communication in terms of attracting American tourists to Egypt. Case study and sample survey appeared the suitable methodologies to be used, although there were practical difficulties in getting a random sample of all American tourists for the following main reasons:

1. Names of tourists are rarely available to the Egyptian agencies before their arrival in Egypt. Agencies are primarily interested in tourist numbers rather than specific names.
2. Last minute cancellations.

It was possible to study several hundred American tourists from among those who visited Egypt during 1980 and during the winter of 1981. A cross-section of these groups, during this time, seemed to reflect the most recent influences of the different kinds of communication at the awareness and the decision-making stages. It was believed that a comparison of the groups of 1980 and the winter of 1981 would bring out some characteristics in terms of the type of American tourists who come to Egypt, because the winter season remains the peak tourist season in Egypt for most American tourists.

A questionnaire designed to determine the two main processes of the awareness and the decision-making stages was

given to 1,000 American tourists of 1980 and of the winter of 1981. Five hundred copies of the questionnaire were distributed through Egyptian government tourist offices in the United States to those who visited Egypt in 1980, as well as through the various offices of Trans World Airlines (TWA) all over the United States. This appeared to be the best means of acquiring the data from returned tourists.

It is worth referring to the mailing procedure of these questionnaires in terms of reaching tourists who have visited Egypt during 1980. Egyptian tourist offices in the United States, coordinating their efforts with TWA offices, sent the questionnaires to American travel agencies specialized in bringing large numbers of tourists to Egypt. These travel agencies, having the addresses of their clients on file, forwarded the questionnaires to those who had visited Egypt in 1980.

The same mailing cycle was also used in terms of delivering these questionnaires back to Egypt. After their clients returned the questionnaires, the American travel agencies then sent them back to the various TWA offices. From these they were sent to the Egyptian tourist offices in the States, and finally they were sent to Egypt. This technique appeared to yield the best set of data from tourists who returned home. Such data seemed necessary for the comparison of the groups of 1980 and the winter of 1981. Of the 500 questionnaires, 251 respondents filled them out and of

those, 228 were found to be suitable for statistical analysis. The number of throw-away answers was 23, only slightly more than 10 percent of the total number of questionnaires of 1980. While it must be noted that the mail questionnaire system has a number of disadvantages, such as a frequent low rate of response due to limited resources, it was the only tool available for gathering the required information from tourists who have returned home. It was necessary to acquire such information to find out if there were any differences between the sample selection of this research.

Those who visited Egypt during the winter of 1981, were selected from five Egyptian travel agencies specializing in bringing large numbers of American tourists to Egypt. They were also given 500 copies of the same questionnaire to be filled out during their stay in Egypt. From the 500 copies, 351 responded and among these 315 were found to be statistically examinable. The response rate was much higher than those of tourists of the previous year. This greater response could be due to the possible influence of the tour leaders upon their clients, along with the availability of distributing these questionnaires on a face-to-face basis, whereas the questionnaires of 1980 were sent by mail.

On the other hand, the number of throw-aways was 36 representing slightly less than 12 percent of the total number of questionnaires. It appears that this percentage is slightly higher than that of 1980. Sight-seeing programs,

tight schedules and time pressure might have engendered fatigue and may, as a consequence, have led tourists of 1981 to answer incorrectly or incompletely, while tourists of 1980 had not been exposed to such circumstances. Despite the advisers limitations and drawbacks, this methodology appeared the best in terms of gathering the required information from tourists of 1980 and those of 1981. A comparison of these groups would provide a high rate of reliability and internal validity along with the possibility of making generalizations. This research has studied a fairly large number of people who could be considered to be rather representative of the type of American tourists who come to Egypt.

Thus, the sample size of this study consisted of 228 American tourists from 1980, and 315 from 1981, totaling 543 American tourists representing 54.3 percent of the total number of questionnaires that were sent to them.

#### B. FIRST DESIGN OF THE QUESTIONNAIRE

A questionnaire was designed to measure the possible influence of the mass media and other kinds of communication at the awareness and the decision-making stages in terms of American tourists coming to Egypt. While the design of some questions seems, at first sight, too long, the questionnaire was pre-tested three times before its final version was designed. It has included fixed-alternative and open-ended questions, as well as specific demographics of sex, age,

marital status, income and education that were divided into categories for the purpose of obtaining precise results.

These demographics appeared most useful in terms of learning the type of American tourists who come to Egypt. However, another variable also was included, that of the date of visit. This variable seemed important in terms of studying those tourists of 1980 throughout a whole year.

In terms of the awareness stage, three specific questions were asked. The first was designed to indicate if the media played a role at this stage. The second attempted to investigate the medium which has been most influential, whereas the third sought to explore the role of other kinds of communication.

These questions were designed as follows:

Did the mass media (radio, newspaper, television, films, books, specialized publications) in the USA play a direct role in making you aware of Egypt as an attractive place to visit?

Yes

No

If yes, which medium do you think most made you aware of Egypt as an attractive place to visit?

- Newspaper

- Films

- Radio

- Books

- Television

- Specialized publications

- Other



If no, what do you think most made you aware of Egypt as an attractive place to visit? Check the most important one of those below.

- Exhibits
- Travel agencies
- Airlines
- Steamship companies
- Folkloric festivals
- Sports festivals
- Discussion with other people such as friends or relatives
- Egyptian cultural centers
- Egyptian tourist office
- Other

(please specify)

In terms of the decision-making stage, three other questions were similarly designed to capture this persuasion process vis-a-vis American tourists coming to Egypt.

Another three questions that do not directly relate to the purpose of which this questionnaire was designed, but proved to be of some interest to the Egyptian Ministry of Tourism and, precisely to the Egyptian General Authority for the Promotion of Tourism (EGAPT), were also included. One of them has provided further insight regarding the impact of the media, or other kinds of communication, that helped tourists who have visited Egypt previously, to decide to come back again. The second has dealt with what has attracted them most in Egypt. The third attempted to evaluate the promotional efforts exerted by the Ministry of Tourism through its offices in the States to attract Americans to come to Egypt. Although the third question was primarily

designed for the purpose of obtaining valuable data to the Ministry of Tourism in terms of promotion, it has reflected an information of high value to this research in the interpretation of its results.

The first design of the questionnaire is included in Appendix A, pp. 119-121.

### C. PRE-TEST OF THE QUESTIONNAIRE

The questionnaire was pre-tested three times before designing its final version. Several groups of American tourists from 30 to 50 persons who were visiting Egypt during the period of November 1980 and January 1981 were the sample of each pre-test.

Several problems arose from the first pre-test. All of the questions, which related to the impact of the mass media at the awareness stage were mostly answered negatively. Respondents used to mention history books or learning about Egypt in school as making them aware of Egypt as a desirable place to visit. Furthermore, respondents were confused between the awareness and the decision-making stages. They answered questions of the decision-making stage by stating that they had answered these questions in terms of the awareness stage.

As a result, the main question of the awareness stage was altered to read as follows:

Apart from the possible influence of learning about Egypt in school or of school history books, did the mass media (radio, newspaper, television, films, books, specialized publications) in the USA play a direct part in making you aware of Egypt (not in deciding to come to Egypt but only making you aware of Egypt) as an attractive place to visit?

Yes

No

A second pre-test took place. Although problems of the first pre-test were overcome, the second pre-test encountered some others. First, some respondents answered the both questions related to the awareness stage. In other words, they answered both "yes" and "no" when responding to the impact of the media at the awareness stage. Second, although other respondents happened to answer correctly, they marked more than one medium or one choice, when a specific selection of one medium was required.

So, questions of the awareness stage were modified to the following:

Apart from the possible influence of learning about Egypt in school or of school history books, did the mass media (radio, newspaper, television, films, books, specialized publications) in the USA play a direct part in making you aware of Egypt (not in deciding to come to Egypt but only making you aware of Egypt) as an attractive place to visit? If yes, which medium do you think most made you aware of Egypt as an attractive place to visit? Pick only one.

- Newspaper
- Radio
- Television
- Films
- Books
- Specialized Publications

If no, what do you think most made you aware of Egypt as an attractive place to visit? Check the most important one of those below. If there is more than one reason, please number them in their order of importance.

- Exhibits
- Travel agencies
- Airlines
- Steamship companies
- Folkloric festivals
- Sports festivals
- Discussion with other people such as friends or relatives
- Egyptian cultural centers
- Egyptian tourist office
- Other

(please specify)

Then, a third pre-test was repeated and this attempt was found to provide satisfactory results. Out of 35 American tourists, only four answered incompletely or incorrectly and thus the questionnaire seemed adequate for testing the hypotheses of this research.

The final version of the questionnaire is in Appendix B, pp. 122-124.

#### D. MEASUREMENT OF VARIABLES AND STATISTICAL MANIPULATION

The mass media and other kinds of communication as mentioned in the questionnaire, were measured as the independent variables that affect the dependent variables of the

awareness and the decision-making stages. However, there are also other independent or intervening variables of sex, age, marital status, education and income in terms of media use, and other kinds of communication at the two main processes of the awareness and the decision-making stages.

Results of 1980 and those of 1981 were analyzed separately and then combined in an attempt to provide a clearer indication of viewpoints or trends regarding characteristics of the bulk of American tourists who come to Egypt. These results were analyzed through cross tabulation. The data were punched and validated before proceeding to the statistical manipulation.

They were analyzed to determine which medium or kind of communication has been most influential at the awareness or the decision-making stages, or both.

The intervening variables were also analyzed through cross tabulation to show their impact on media use and other kinds of communication at the awareness and the decision-making stages. However, the variable of income was constantly analyzed with another variable such as sex, education, age, marital status since it was considered the most important variable in terms of its impacts on tourism expenditure in Egypt. Data of 1980 and 1981 were studied separately in order to examine any differences between tourists of 1980 and those of 1981, and then were brought together to determine certain common features or characteristics, if any, of

the American tourists coming to Egypt. All these variables were analyzed in terms of the hypotheses.

Answers were tabulated at a significance level of  $p = .05$  (95% confidence level), the level generally used in the social sciences.

#### E. IN-DEPTH INTERVIEWS

In-depth interviews were conducted during the summer of 1981 to more fully explore which medium (or media) appears to be more influential, and what stage, and which kind of communication may have been more influential at the decision-making stage. Twenty American tourists, ten of each sex, were interviewed individually after they had filled out the same questionnaire that has been forwarded to the sample of this research.

When respondents made their selection of the medium or of the kind of communication that had been more influential at the awareness or the decision-making stage, questions were asked regarding specific content, degree of availability and performance of the medium or of the kind of communication that they had designated in the questionnaire and which needed to be emphasized.

Efforts were made in the sample of the in-depth interviews to represent different categories of age, education, income and marital status in an attempt to provide further insight or accurate results in terms of the impact of the

media and other kinds of communication at the awareness and the decision-making stages.

Although, the researcher conducted the in-depth interviews, interviewer bias can never be entirely discounted. On the other hand, the use of more than one interviewer would pose problems of maintaining uniformity. In any event, the use of the in-depth interview may partly overcome the weakness of the fixed-alternative questionnaire that forces answers, even though open-ended questions are included.

While this research is a case study and may not be totally representative, it is a valuable pilot study in that no previous research has been undertaken dealing with mass communication and the increase of tourism in Egypt. This study could also serve as a "model" for studying other nationality groups coming to Egypt.

Furthermore, even though the sample is not random, it consists of fairly large numbers of people who could be claimed to be rather representative of the type of American tourists coming to Egypt and it is unlikely that these groups or "cases" would be markedly different from other groups of American tourists.

Although the American tourists are diverse, there seem to be certain features common to most of them which would account for the "typical American tourist" of the bulk of American tourists. Even such differences as might be found among these groups may well prove to be the result of

fluctuations in certain demographics or variables such as age, education, income, etc.

Results of this research have reflected a number of interesting data, especially at the two main processes of the awareness and the decision-making stages vis-a-vis American tourists who come to Egypt.



#### IV. RESULTS AND INTERPRETATION

##### A. INTRODUCTION

Since this study attempts to investigate the role of the mass media and other kinds of communication vis-a-vis American tourists who come to Egypt, it was designed to test three hypotheses:

1. Most American tourists heard about the desirability of visiting Egypt through the mass media rather than interpersonal or any other kind of communication.
2. Television is most often mentioned by these tourists than any other media in terms of the awareness stage.
3. Most of the American tourists made up their minds to come to Egypt as a result of interpersonal communication rather than any mass medium.

The following is an analysis of the data from the questionnaires.

##### B. THE AWARENESS STAGE: RESULTS OF 1980

The mass media were found to be more influential than other kinds of communication in terms of making American tourists aware of Egypt as a desirable place to visit. Out of the 228 American tourists who had visited Egypt in 1980, 186, representing slightly less than 82 percent, mentioned that the mass media made them aware of Egypt as a potential place to visit, while 42, representing slightly more than 18 percent, referred to other kinds of communication.

Table 2 shows which medium has been more influential at this stage.

Table 2  
Frequency of Each Medium According  
to Respondents  
(Awareness Stage 1980)

		<u>Newspaper</u>	<u>Radio</u>	<u>Television</u>	<u>Films</u>	<u>Books</u>	<u>Spec. Pubs.</u>
<u>Aware</u> (through the mass media)	186	46	2	44	15	48	31
<u>Not aware</u> (through the mass media)	42						
<u>Total</u>	228						

Books were found most influential followed by newspaper, television, specialized publications, films and radio. Thus, the first hypothesis of this research can be accepted, whereas the second has been rejected as television ranked third in terms of frequency.

The 42 who referred to the other kinds of communication that made them aware of Egypt as a desirable place to visit, are indicated in Table 3.

Steamship companies, folkloric and sports festivals had no importance at all in terms of the awareness stage. Respondents who gave other reasons that made them aware of

Egypt as a desirable place to visit referred to the Camp David negotiations in 1978.

Table 3

Frequency of Each Kind of Communication  
According to Respondents  
(Awareness Stage 1980)

Exhib- its	Travel Agencies	Air- lines	Discussion with other people	Egyptian Cultural Centers	Egyptian Tourist Office	Other	<u>Total</u>
17	4	4	2	10	2	3	42

Table 4 shows the order of importance of each kind of communication as mentioned by respondents.

Table 4

Order of Importance of Each Kind of  
Communication  
(Awareness Stage 1980)

	<u>First</u>	<u>Second</u>	<u>Third</u>
<u>Exhibits</u>	17	-	-
<u>Egyptian Cultural Centers</u>	10	2	-
<u>Travel Agencies</u>	4	4	2
<u>Airlines</u>	4	2	1
<u>Discussion with other people</u>	2	2	1
<u>Egyptian Tourist Office</u>	2	1	-

The independent or intervening variable of sex, age, marital status, education and income were also analyzed through cross tabulation in terms of the hypotheses. The

variable of income was constantly analyzed with another variable such as sex, age, marital status, and education, due to its relative importance on tourism expenditure in Egypt.

In Appendix C, (p. 125) cross tables of 1980 dealing with income and sex, income and age, income and marital status, and income and education have reflected valuable data in terms of their impact on media use and other kinds of communication regarding American tourists who come to Egypt at the two main processes of the awareness and the decision making stages. Some units have been excluded from these tables within the range of 5 percent of the total number of respondents who have either selected the mass media or other kinds of communication at both stages.

The excluded units did not fall under the category of demographics as designed in the questionnaire. For example, in terms of marital status, few respondents mentioned that they were divorced or widowed, and in terms of age, fewer mentioned that they were under 20 years of age and if they were dependent on parents. These units were only excluded from cross tables dealing with demographics. They were used and were quite useful in the main tables testing the hypotheses of this research. Respondents who gave other reasons at both stages were also excluded from these tables because they did not give uniform answers. These excluded units did not affect the sample's overall representativeness in the overall results.

In terms of income, the category under \$20,000 per year had the smallest number of respondents compared to those of other categories with the exception of those who had selected films (see Table 1, in Appendix C, p. 125). Out of the 44 respondents who chose newspaper, six had an income under \$20,000, 18 had an income from \$20,000 to \$29,000, 12 had an income from \$30,000 to \$39,000 and eight had an income from \$40,000 and over. The largest number came from the income range from \$20,000 to \$29,000 per year.

Of those who picked television, six also had an income under \$20,000 per year, while 10 had an income from \$20,000 to \$29,000, 19 had an income from \$30,000 to \$39,000, and seven had an income from \$40,000 and over. Thus, the largest number came from the category of income from \$30,000 to \$39,000 per year.

Of those who selected films, three had an income under \$20,000 per year, three had an income from \$20,000 to \$29,000, four had an income from \$30,000 to \$39,000 and five had an income from \$40,000 and over. Thus, the largest number came from the category of income from \$40,000 and over per year.

Of those who mentioned books, four had an income under \$20,000 per year, 18 had an income from \$20,000 to \$29,000, 12 had an income from \$30,000 to \$39,000 and 13 had an income from \$40,000 and over. The largest number came from the category of income from \$20,000 to \$29,000 per year.

Of those who designated specialized publications, three had an income under \$20,000 per year, six had an income from \$20,000 to \$29,000, nine had an income from \$30,000 to \$39,000 and 10 had an income from \$40,000 and over. The largest number came from the income range from \$40,000 and over per year.

In terms of sex, it is apparent that the female category is quite active if not more active than the male, with the exception of those who mentioned books. It also appears that this category, with an income range under \$20,000 and from \$20,000 to \$29,000 per year, has exceeded the number of its opposite category in terms of newspaper, television and films. On the other hand, the male category, with an income range from \$30,000 to \$39,000 and from \$40,000 and over, has exceeded the number of its opposite with the exception of those who mentioned specialized publications where the number in the female category was relatively large.

It appears that there is no significant relationship between male and female in terms of income and age. American tourists, from 40 years and older, were heavier consumers of the media than those of younger categories, with the exception of those who had selected films and books. The film medium seems to attract more of the categories in the age range from 20 to 29 and 30 to 39, whereas books attract all categories of age. (See Table 2, Appendix C,

p. 126.) Married people, regardless of the category of their income, were heavier consumers of the media than single people with the exception of those who selected radio. (See Table 3, Appendix C, p. 127.) There appears to be no significant relation between income and education. However, the number of respondents who have a degree was greater than those without a degree, with the exception of those who had selected films. (See Table 4, Appendix C, p. 128.)

#### C. THE AWARENESS STAGE: RESULTS OF 1981

The mass media again were found to be more influential than other kinds of communication at the awareness stage. Out of the 315 American tourists, 267, representing slightly less than 85 percent, were aware of Egypt as a desirable place to visit through the mass media, while 48, representing slightly more than 15 percent, referred to other kinds of communication.

Table 5 shows that books were still found to be the most influential medium at the awareness stage.

Therefore, the first hypothesis of this research, that is most of the American tourists heard about the desirability of visiting Egypt through the mass media rather than interpersonal or any other kinds of communication, can be also accepted. Whereas the second hypothesis, which is television is most often mentioned by tourists than any other media in terms of awareness stage, should be rejected.

However, television ranked second in terms of frequency followed by specialized publications, newspapers and films, while radio had no response at all. It seems that although the second hypothesis has been rejected, television may be likely to have a growing importance in terms of the awareness stage. One possible explanation for this growing importance may lie in the fact that the late President Sadat and Mrs. Sadat have made frequent visits to the United States. These visits were extremely covered by television and this may have helped produce a positive image in promoting tourism to Egypt.

Table 5  
 Frequency of Each Medium According  
 to Respondents  
 (Awareness Stage 1981)

		<u>Newspaper</u>	<u>Radio</u>	<u>Television</u>	<u>Films</u>	<u>Books</u>	<u>Spec. Pubs.</u>
<u>Aware</u> (through the mass media)	267	21	0	81	18	117	30
<u>Not aware</u> (through the mass media)	48						
<u>Total</u>	315						

The 48 who referred to other kinds of communication are indicated in Table 6.



Table 6

Frequency of Each Kind of Communication  
According to Respondents  
(Awareness Stage 1981)

Exhibits	Travel Agencies	Airlines	Steamship Co.	Folkloric Festivals	Sports Festivals
4	3	1	1	0	0
Discussion with other people	Egyptian cultural centers	Egyptian tourist office	Other	<u>Total</u>	
20	1	0	18	48	

Folkloric and sports festivals and Egyptian tourist offices seem to have no importance at this stage in terms of influencing American tourists who come to Egypt. A surprising number of respondents gave other reasons that had made them aware of Egypt as a desirable place to visit. Most of these cited the Camp David negotiations as being most instrumental in making them aware of Egypt as a place to visit. Others mentioned the peace treaty and their admiration for the late President Sadat.

Table 7 shows the order of importance of the above-mentioned kinds of communication.

There is a striking difference in terms of income, in the number of respondents with incomes under \$20,000 per year than that of previous years. The number of respondents under this income range has increased remarkably for those

who have selected television, books and specialized publications. It seems that these types of media suit all categories of income of those tourists who come to Egypt. It also seems that tourism is a growing activity and is likely to suit the four categories of income. (See Table 5, in Appendix C, p. 129.)

Table 7  
Order of Importance of Each Kind of  
Communication  
(Awareness Stage 1981)

	<u>First</u>	<u>Second</u>	<u>Third</u>
<u>Discussion with other people</u>	20	-	1
<u>Exhibits</u>	4	1	-
<u>Travel Agencies</u>	3	4	-
<u>Airlines</u>	1	-	-
<u>Steamship Co.</u>	1	-	-
<u>Folkloric Festivals</u>	-	1	-
<u>Egyptian Cultural Centers</u>	1	1	-

It appears that women were more active in selecting television and books, while men were more actively influenced by films and specialized publications. Both men and women were found to be nearly equal in newspaper consumption.

In terms of age, American tourists from 40 years and older, regardless of the category of their income, appear to be heavier consumers of the media than those of younger categories. (See Table 6, Appendix C, p. 130.)

Married respondents, regardless of the category of their incomes, were heavier consumers of the media than those of single status. (See Table 7, Appendix C, p. 131.)

There seems to be no relation between income and education. It also seems that the number of respondents with higher educational degrees exceeded those without degrees. It appears, furthermore, that newspapers attract more respondents with Ph.D. degrees than the other media. (See Table 8, Appendix C, p. 132.)

#### D. THE DECISION-MAKING STAGE: RESULTS OF 1980

Other kinds of communication proved to be more influential than the mass media in helping Americans to make up their minds to visit Egypt. From 228 American tourists, 177, representing slightly less than 78 percent, mentioned that other kinds of communication helped them to decide to visit Egypt, while 51, representing slightly more than 22 percent, referred to the mass media.

Table 8 shows which kind of communication has been most instrumental in terms of the persuasion process.

It appears that discussion with other people had the highest frequency followed by exhibits, travel agencies, Egyptian cultural centers, Egyptian tourist offices, airlines, folkloric and sports festivals (equal in frequency) and steamship companies. Four respondents gave other reasons that made them decide to visit Egypt, such as visiting friends or relatives.

Table 8

Frequency of Each Kind of Communication  
According to Respondents  
(Decision-Making Stage 1980)

Exhibits	Travel Agencies	Airlines	Steamship Co.	Folkloric Festivals	Sports Festivals
50	21	8	1	3	3
Discussion with other people	Egyptian Cultural Centers	Egyptian Tourist Office	Other	<u>Total</u>	
65	13	9	4	177	

Interpersonal communication proved to be most instrumental at the decision-making stage, more than any other medium of mass communication. Consequently, the third hypothesis which is most of the American tourists made up their minds to come to Egypt as a result of interpersonal communication rather than any mass medium, can be accepted.

Table 9 shows the order of importance of the various above-mentioned kinds of communication as indicated by respondents.

The 51 who referred to the mass media in terms of the decision-making stage are indicated in Table 10.

In terms of income, the category under \$20,000 per year had the smallest number of respondents compared to those of other categories. This feature is common in all cross

tables of 1980, whether at the awareness or the decision-making stage.

Table 9

Order of Importance of Each Kind of  
Communication  
(Decision-Making Stage 1980)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>	<u>Fifth</u>
<u>Discussion with other people</u>	65	33	8	4	2
<u>Exhibits</u>	50	13	3	2	-
<u>Travel Agencies</u>	21	15	5	-	1
<u>Egyptian Cultural Centers</u>	13	4	2	2	-
<u>Egyptian Tourist Offices</u>	9	10	6	1	1
<u>Airlines</u>	8	4	1	1	
<u>Sports Festivals</u>	3	1	-		
<u>Steamship Co.</u>	1	1	1		
<u>Folkloric Festivals</u>	1	-	3		

Table 10

Frequency of Each Medium According  
to Respondents  
(Decision-Making Stage 1980)

<u>Newspaper</u>	<u>Radio</u>	<u>Television</u>	<u>Films</u>	<u>Books</u>	<u>Spec. Pubs.</u>	<u>Total</u>
10	1	8	3	18	11	51

For those who chose exhibits, the largest number of respondents had an income range from \$20,000 per year, whereas for travel agencies and folkloric festivals the

largest number had an income range from \$30,000 to \$39,000. The income range from \$40,000 and over had the largest number of respondents for those who selected discussion with other people, Egyptian cultural centers and Egyptian tourist office. (See Table 9, Appendix C, p. 133.)

There is no significant difference between male and female in the total number of those who chose exhibits and discussion with other people. However, the number of females was relatively large in terms of travel agencies, airlines and Egyptian cultural centers, whereas the number of males who chose the Egyptian tourist office was twice the number of females.

Some interesting data shows up regarding the relationship between income and age. The category of age from 20 to 29 and from 30 to 39 with an income under \$20,000 per year exceeded that of older categories with the same income range with the exception of those who had selected Egyptian cultural centers. (See Table 10, Appendix C, p. 134.)

It seems also that the category of age from 40 years and older exceeded the number of younger categories with the exception of those who chose sports festivals.

The number of married respondents, regardless of the category of their income, markedly surpassed those of single status with the exception of those who have selected travel agencies, airlines and sports festivals. (See Table 11, Appendix C, p. 135.)

On the other hand, there appears to be no significant relationship between categories of income and education. However, it seems that exhibits attract those with higher education, as it had the largest number of respondents with Ph.D. degrees compared to those who had chosen discussion with other people, which proved to be most influential at the decision-making stage. Also, the number of respondents who have degrees exceeded those without degrees with the exception of those who selected sports festivals. (See Table 12, Appendix C, p. 136.)

#### E. THE DECISION-MAKING STAGE: RESULTS OF 1981

The mass media were found to be less influential than other kinds of communication. Out of the 315 American tourists, 179 representing slightly less than 57 percent, mentioned other kinds of communication as helping them to decide to visit Egypt, while 136, representing slightly more than 43 percent, referred to the mass media.

Table 11 shows which kind of communication appeared to be most influential at the decision-making stage.

It seems that discussion with other people was most instrumental at the decision-making stage, followed by exhibits, travel agencies, sports festivals, Egyptian cultural centers, airlines and Egyptian tourist offices. Respondents who gave other reasons referred to the peace treaty and their admiration of the late President Sadat and

to the possibility of visiting relatives who were working in Egypt.

Table 11

Frequency of Each Kind of Communication  
According to Respondents  
(Decision-Making Stage 1981)

Exhibits	Travel Agencies	Airlines	Steamship Co.	Folkloric Festivals	
27	25	3	-	-	
Sports Festivals	Discussion with other people	Egyptian Cultural Centers	Egyptian Tourist Office	Other	Total
6	94	4	2	18	179

It appears, therefore, that interpersonal communication has been more influential than any other medium of mass communication and, consequently, the third hypothesis of this research can be also accepted.

Table 12 shows the order of importance of the other kinds of communications as designated by respondents.

The 136 referred to the mass media as being influential at the decision-making stage, are indicated in Table 12.

It appears that books had the largest number compared to the other media. Remarkable also is the increasing number of respondents who mentioned the mass media as being influential in the decision-making process compared to that of previous years.



Table 12

Order of Importance of Each Kind of  
Communication  
(Decision-Making Stage 1981)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>	<u>Fifth</u>	<u>Sixth</u>
<u>Discussion with other people</u>	94	21	5	1	-	-
<u>Exhibits</u>	27	13	-	1	-	-
<u>Travel Agencies</u>	25	14	3	-	1	1
<u>Sports Festivals</u>	6	3	-	-	1	-
<u>Egyptian Cultural Centers</u>	4	5	-	-	1	-
<u>Airlines</u>	3	2	3	1	-	-
<u>Egyptian Tourist Office</u>	2	-	1	1	-	-

Table 13

Frequency of Each Medium According  
to Respondents  
(Decision-Making Stage 1981)

<u>Newspaper</u>	<u>Radio</u>	<u>Television</u>	<u>Films</u>	<u>Books</u>	<u>Spec. Pubs.</u>	<u>Total</u>
9	-	22	16	67	22	136

As previously mentioned, respondents who gave reasons other than those mentioned in the questionnaire, were excluded from cross tables dealing with this stage. This deletion was due to lack of uniform answers that could be statistically manipulated.

In terms of income, it seems that the number of respondents with an income under \$20,000 per year has remarkably

increased over that of previous year, and precisely those in the category of discussion with other people. In terms of sex, there is no significant difference between male and female with the exception of those who mentioned discussion with other people, where the number of females was relatively large. (See Table 13, Appendix C, p. 137.)

It also seems that the number of respondents from 40 years and older, regardless the category of their income, exceeded that of younger categories. (See Table 14, Appendix C, p. 138.)

Married respondents, regardless of the category of their income, significantly exceeded those of single status, with the exception of those who had selected Egyptian tourist offices. (See Table 15, Appendix C, p. 139.)

In terms of income and education, it seems that there is no relationship between them. Also, the number of respondents with degrees surpassed those without degrees with the exception of those who had selected sports festivals. (See Table 16, Appendix C, p. 140.)

According to the results of studies of both years, there is no significant difference between those tourists of 1980 and of 1981. By combining the results of both years, we may come up with some general characteristics regarding the bulk of American tourists who come to Egypt.

F. COMBINED RESULTS OF 1980 AND 1981

The mass media proved to be more influential than other kinds of communication at the awareness stage. Out of the 543 American tourists, 453 representing slightly less than 83.5 percent, mentioned that the mass media had been influential in making them aware of Egypt as a desirable place to visit, whereas 90 representing slightly more than 16.5 percent, referred to other kinds of communication.

At the awareness stage, Table 14 shows that books were found to be the most influential medium, followed by television, newspaper, specialized publications, films, and radio.

Table 14  
Frequency of Each Medium  
(Awareness Stage 1980-1981)

		<u>Newspaper</u>	<u>Radio</u>	<u>Television</u>	<u>Films</u>	<u>Books</u>	<u>Spec. Pubs.</u>
<u>Aware</u> (through the mass media)	453	67	2	125	33	165	61
<u>Not aware</u> (through the mass media)	90						
<u>Total</u>	543						

Therefore, the first hypothesis of this research may be accepted, whereas the second should be rejected.

Nevertheless, television had the second highest frequency of responses. The difference between the number of respondents who had selected books and television is much smaller than that of those who had selected television or any other media.

The 90 who made reference to other kinds of communication are indicated in Table 15.

Table 15  
Frequency of Each Kind of  
Communication  
(Awareness Stage 1980-1981)

Exhibits	Travel Agencies	Airlines	Steamship Co.	Discussion with other people
21	7	5	1	22
Egyptian Cultural Centers	Egyptian Tourist Office	Other	<u>Total</u>	
11	2	21	90	

Folkloric and sports festivals were deleted from the above table as they did not have any response. The respondents who gave other reasons most referred to the Camp David negotiations, while a few others cited their admiration of the late President Sadat.

Table 16 shows the order of importance of the above-mentioned kinds of communication as indicated by respondents.

Table 16  
 Order of Importance of Each Kind  
 of Communication  
 (Awareness Stage 1980-1981)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
<u>Discussion with other people</u>	22	2	1	1
<u>Exhibits</u>	21	1	-	-
<u>Egyptian Cultural Centers</u>	11	3	-	-
<u>Travel Agencies</u>	7	8	2	-
<u>Airlines</u>	5	2	1	-
<u>Egyptian Tourist Office</u>	2	1	-	-
<u>Steamship Co.</u>	1	-	-	-

In terms of demographics, it appears that respondents with incomes under \$20,000 per year were the smallest number, with the exception of those who selected television and books where the number of respondents within the same income range surpassed those of each higher income. It appears also that television, books, films and specialized publications are likely to suit the four categories of income. As for newspapers, the largest number of respondents came from those with an income range from \$20,000 to \$29,000 per year. (See Table 17, Appendix C, p. 141.)

In terms of sex, the female category, with an income range under \$20,000 and from \$20,000 to \$29,000, exceeded that of the male with the same income range, with the exception of those who selected specialized publications where the number of males was larger than the female. On the other hand, the male category, with an income range from \$30,000 to \$39,000 and \$40,000 and over, exceeded the female with the same income range with the exception of those who had selected television where both categories were nearly equal, and specialized publications where the number of the female category was greater.

Both categories were nearly equal in terms of media consumption with the exception of those who have selected television and books, where the number of females was relatively larger.

In terms of income and age, there seems to be no significant relation between them. It also appears that respondents from 40 years of age and older were heavier consumers of the media than those of younger categories, with the exception of those who mentioned films that attracted young respondents. (See Table 18, Appendix C, p. 142.)

Married respondents, regardless of the category of their income, were heavier consumers of the media than the single respondents, except for those who mentioned films, with an income under \$20,000 per year where both categories were equal, and those who had chosen newspapers, with an income

range from \$30,000 to \$39,000 where the number of single respondents was larger. (See Table 19, Appendix C, p. 143.)

In terms of income and education, it seems that there is no significant relationship between income and age. It also appears that the number of respondents with college degrees was larger than that without degrees. (See Table 20, Appendix C, p. 144.)

In terms of the decision-making stage, other kinds of communication proved to be more influential than the mass media. Out of the 543, 356 representing slightly more than 65.5 percent mentioned that other kinds of communication helped them to decide to visit Egypt, whereas 187 representing slightly less than 34.5 percent, referred to the mass media.

Table 17 shows which kind of communication has been more influential at this stage.

Discussion with other people ranked first in terms of frequency. Interpersonal communication proved to be most instrumental in the decision-making process over any other medium of mass communication. Therefore, the third hypothesis of this research can be accepted.

It is remarkable that exhibits had the second largest number of respondents followed by travel agencies, Egyptian cultural centers, Egyptian tourist offices and airlines (equal), sports festivals, folkloric festivals and steamship companies. Respondents who gave other reasons referred

mostly to the peace treaty, while others mentioned their admiration and respect for the late President Sadat, and still others cited visiting friends or relatives.

Table 17  
 Frequency of Each Kind of  
 Communication  
 (Decision-Making Stage 1980-1981)

Exhibits	Travel Agencies	Airlines	Steamship Co.	Folkloric Festivals	Sports Festivals
77	46	11	1	3	9
Discussion with other people	Egyptian Cultural Centers	Egyptian Tourist Office	Other	<u>Total</u>	
159	17	11	22	356	

It is also worth referring to the number of respondents who mentioned Egyptian tourist offices as being influential in the decision-making process, although this number may not be representative in terms of evaluating the office activities. The Egyptian tourist office may have played an indirect role at both the awareness and the decision-making stages by providing travel writers and mass media representatives with the required information and by coordinating the efforts with travel agencies and airlines in terms of promoting tourism to Egypt. It also may have participated in exhibits, sports and folkloric festivals and Egyptian



cultural centers, thereby affecting or intervening in the activities of other kinds of communication which proved to be most influential at the decision-making stage.

Table 18 shows the order of importance of each kind of communication as mentioned by respondents.

In terms of demographics, exhibits seemed to attract more of those whose income ranged from \$20,000 per year and over, whereas other kinds of communication attracted different categories of income. In terms of sex, there is no significant difference between both categories, except for those who selected discussion with other people and Egyptian cultural centers where the number of females was larger than the males. (See Table 21, Appendix C, p. 145.)

Respondents 40 years and older, with an income range of \$20,000 and over, significantly surpassed those of younger categories. (See Table 22, Appendix C, p. 146.)

Respondents with married status, regardless of their income category markedly exceeded those of single status. (See Table 23, Appendix C, p. 147.)

There seems to be no significant relationship between income and education. On the other hand, it also seems that the number of respondents with a college degree exceeded those without a degree except those who selected sports festivals. (See Table 24, Appendix C, p. 148.)

Before commenting on the common features or characteristics in terms of the type of American tourists who come

Table 18

Order of Importance of Each Kind of Communication  
(Decision-Making Stage 1980-1981)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>	<u>Fifth</u>	<u>Sixth</u>	<u>Seventh</u>
<u>Discussion with other people</u>	159	54	13	5	2	-	-
<u>Exhibits</u>	77	26	3	3	-	-	-
<u>Travel Agencies</u>	46	29	8	-	2	1	-
<u>Egyptian Cultural Centers</u>	17	9	2	2	1	-	-
<u>Egyptian Tourist Office</u>	11	10	7	2	1	-	-
<u>Airlines</u>	11	6	4	2	-	-	-
<u>Sports Festivals</u>	9	4	-	-	-	1	-
<u>Folkloric Festivals</u>	3	-	3	-	-	-	-
<u>Steamship Co.</u>	1	1	1	-	-	-	-

to Egypt, it seems necessary to present the results of the in-depth interviews and the results also of the last three questions of the questionnaire that were of particular interest to the Ministry of Tourism.

The results of both have provided further insight regarding the characteristics of most of American tourists who visit Egypt.

#### G. RESULTS OF THE IN-DEPTH INTERVIEWS

Results at the awareness stage of the in-depth interviews were found to be similar to those of the survey. Out of the 20 interviews, 16 mentioned that the mass media made them aware of Egypt as a desirable place to visit, while four referred to other kinds of communication. From the 16 who mentioned the mass media, 12 referred to books, and 4 selected television.

As the in-depth interviews were conducted to explore more fully the medium which appeared most influential, respondents provided valuable information regarding the kinds of books that affected the awareness stage. They classified three categories: biographies or history books, guide books and novels. For biographies, they mentioned primarily the autobiography of the late President Sadat, In Search of Identity.

The history books they referred to were those dealing with Egypt's ancient civilizations, such as Egypt's Story,

by Fred Maroon, The Discovery of Thebes, by Carter, The Plain Truth, by Herbert Armstrong. They also mentioned other books but they had problems remembering their authors, such as The Art of the Coptic Era, Power of the Pyramids, and they mentioned cocktail tables books where, according to them, the picture quality was excellent. Also, several respondents remembered the names of authors, but could not remember the titles of their publications, such as William McQuitty and Nina Nelson.

The guide books and novels generally mentioned were those where the quality of information was provided. They could not remember the names of specific guide books, however they did mention some novels, such as Death on the Nile, by Agatha Christie, Letters, by Lady Duff Gordon, and The Rape of the Nile whose author they could not remember.

Those who mentioned television specified programs that had dealt with the peace treaty negotiations and those that covered the King Tut exhibits shown throughout the United States, specifically New York, Washington, Seattle, San Francisco and New Orleans.

In terms of the decision-making stage, Table 19 shows that the influence of mass media and other kinds of communication were of equal frequency.

In-depth interviews were not conducted to test the hypotheses of this research, but were conducted rather, to

provide further insight regarding the medium or the kind of communication being selected at both stages.

Table 19

Frequency of the Mass Media and Other  
Kinds of Communication  
(In-Depth Interviews 1981)

Books	Television	Newspaper	Spec. Pubs.	Films	Discussion with other people
4	2	2	1	1	4
Exhibits	Other	<u>Total</u>			
2	4	20			

Those who mentioned books and television referred to the same details that were raised at the awareness stage. Those who selected newspapers, mentioned New York Times, Washington Post, and some weekly magazines such as New Yorker, New York Times, Newsweek and a monthly magazine, National Geographic. The respondent who selected specialized publications referred to some monthly magazines such as Travel Agent and Travel Weekly. The other respondent who selected films, mentioned Death on the Nile, Cleopatra, Valley of the Kings, and The Spy Who Loved Me.

In terms of other kinds of communication, some of those who mentioned discussion with other people referred to

relatives or friends who have visited Egypt and returned with a favorable word-of-mouth publicity. Others mentioned that relatives or friends encouraged them to visit Egypt in order to enjoy an exciting experience in the land of the Pharaohs.

Those who mentioned exhibits, referred to the King Tut exhibit which was shown in several American states. Those who gave other reasons included the peace treaty, the possibility of visiting Egypt and Israel in one trip, and the desire to travel and see the world.

#### H. OTHER RESULTS

Results of the last three items in the questionnaire have added some interesting data to those of the survey. Results of the first question are indicated in Table 20, providing further insight regarding the impact of the mass media and other kinds of communication that helped Americans who have visited Egypt previously to decide to come back again.

It seems that the mass media and other kinds of communication do not play an important role in terms of attracting American tourists to repeat their visit to Egypt.

Results of the second question are indicated in Table 21 providing interesting information regarding the types or fields of tourism that most attracted American tourists.

Table 20

Frequency of the Mass Media and Other Kinds of Communication  
In Terms of Helping Tourists to Come Back Again to Egypt

	1980 <u>(frequency)</u>	1981 <u>(frequency)</u>	1981/1982 <u>(frequency)</u>	Percentage from the total number of respondents
- <u>Mass Media</u>	28	4	32	6 %
- <u>Exhibits</u>	18	10	28	6 %
- <u>Discussion with other people</u>	39	15	53	9.5 %
- <u>Other</u>	1	11	12	2 %

Table 21  
 Frequency of Each Field of Tourism

	1980 (frequency)	1981 (frequency)	1981/1982 (frequency)	Percentage from the total number of respondents
- History-Culture	165	271	436	80.5 %
- Religion	13	32	45	8.5 %
- Desert travel	26	5	31	6 %
- Recreation	16	2	18	3 %
- Spa centers	3	1	4	0.7 %
- Other	2	1	3	0.5 %



It appears that historical and cultural tourism are the most attractive fields for American tourists who come to Egypt.

Results of the last question are indicated in Table 22, reflecting valuable data to determine whether or not information provided about Egypt in the United States was sufficient to promote Egypt as a desirable place to visit.

Table 22  
Frequency of Sufficient Information  
About Egypt

	1980 <u>(frequency)</u>	1981 <u>(frequency)</u>	1981/1982 <u>(frequency)</u>	Percentage from the total number of respondents
Yes	100	49	149	27.5 %
No	127	107	234	43 %
Don't Know	88	72	159	29.5 %

The majority of respondents answered negatively, followed by those who did not know and those who answered positively. It seems that there is a correlation between the results of this question and those which proved that books were most influential at the awareness stage. In terms of promotion it appears that the Ministry of Tourism has not sufficiently carried out publicity campaigns in other media. If books were found to be the most influential medium, it seems that the Ministry of Tourism should exert greater

effort to expand its promotion in other media where the consumption rate is relatively high such as in television, newspaper and specialized publications.

#### I. GENERAL CHARACTERISTICS OF AMERICAN TOURISTS TO EGYPT

1. American tourists, by 83.5 percent, were aware of Egypt as a desirable place to visit through the mass media in which books scored 30.4 percent, television: 23 percent, newspaper: 12.3 percent, specialized publications: 11.2 percent, films: 6 percent and radio 0.4 percent.
2. American tourists, by 65.5 percent, decided to visit Egypt as a result of other influential kinds of communication in which interpersonal communication scored 29.3 percent, exhibits: 14.2 percent, travel agencies: 8.5 percent, Egyptian cultural centers: 3.2 percent, airlines: 2.1 percent, the Egyptian tourist office: 2.1 percent.
3. At the awareness stage:
  - a. American tourists, with incomes under \$20,000 per year, represent 25 percent of the total number of respondents. Those with incomes from \$20,000 to \$40,000 and over, represent 75 percent. However, television and books attract different categories of income, and newspapers attract, by 85.5 percent, those with an income

range from \$20,000 to \$40,000 and over, and by 14.5 percent those under \$20,000, followed by films that attract by 82 percent those of an income from \$20,000 to \$40,000 and over, and by 18 percent those under \$20,000. Specialized publications attract by 76.5 percent those with an income from \$20,000 to \$40,000 and over and by 23.5 percent those under \$20,000.

- b. Married American tourists represent 69.5 percent, while those who are single represent 30.5 percent of the total number.
  - c. Male American tourists represent 45 percent, females 55 percent.
  - d. American tourists with college degrees represent 60 percent, while those with no degrees represent 40 percent of the total number.
  - e. American tourists 40 years and older represent 69.5 percent, while those 20 to 39 years represent 30.5 percent of the total number.
4. At the decision-making stage:
- a. American tourists with incomes under \$20,000 per year represent 17.5 percent, while those \$20,000 to \$40,000 and over represent 82.5 percent of the total number.

- b. Exhibits attract by 91 percent those with an income range from \$20,000 to \$40,000 and over and by 9 percent those under \$20,000 per year.
  - c. American tourists with married status represent 71 percent, while those with single status represent 29 percent of the total number.
  - d. Male American tourists represent 46.5 percent, and females represent 53.5 percent of the total number.
  - e. American tourists with college degrees represent 63 percent, while those with no degrees represent 37 percent of the total number.
  - f. American tourists 40 years and older represent 70 percent, while those 20 to 39 years represent 30 percent of the total number.
5. American tourists, by 80.5 percent, prefer to visit historical and cultural sites in Egypt rather than any other tourism areas.
  6. American tourists who have already visited Egypt rarely come back again.
  7. American tourists feel that information provided about Egypt in their country is not sufficient to promote Egypt as a desirable place to visit.

There seems to be certain common features regarding most American tourists who come to Egypt. It appears useful, therefore, to suggest some recommendations to be taken into

consideration in planning future communication strategy to attract Americans to visit Egypt.

## V. CONCLUSION AND RECOMMENDATIONS

### A. CONCLUSION

As a developing country, Egypt has need to increase its national income. Because tourism appears to have a crucial role in the nation's economy and is one of Egypt's most important assets, it seems logical to suggest that more consideration should be given to the reasons that stimulate tourism. Egypt appears to offer a unique market as far as tourist resources are concerned, because it has a variety of tourist attractions that can satisfy the demands and needs of a large number of visitors.

According to statistics, the world tourist movement reached, in 1981, some 290 million tourists representing about \$106 billion. Egypt's share of these global figures was no more than 1,376,027 tourists and \$383.16 million. Why Egypt, with its variety of tourist assets, could claim no more than 0.46 percent of the world tourist market, appeared to be a question worthy of investigation.

One approach to this problem was to consider the impact of different kinds of communication on the increase of tourism in Egypt. Statistical data shows that visitors from the United States represent the bulk of the Organization of Economic Cooperation and Development (O.E.C.D.) countries coming to Egypt, totalling 155,051 in 1981, compared to

96,688 from France and 88,383 from West Germany. However, it has not been clear how tourists may have heard about Egypt or what helped them to decide to make the trip. Such information would seem to be useful in the following ways:

1. It would explore the role of mass and interpersonal communication regarding tourism in Egypt.
2. If more emphasis should be placed on mass communication, it would provide clues as to which medium appears to be more influential and at what stage.
3. It will indicate the kind of communication that most influenced tourists in their decision to visit Egypt.
4. It would help the Ministry of Tourism plan future communication strategies in terms of attracting Americans to come to Egypt.

To reach those objectives, it was necessary to investigate the impact of the mass media and other kinds of communication not only in terms of making Americans aware of Egypt as a country to visit, but also in helping them to make up their minds to come to Egypt.

As a result, the following hypotheses were formulated:

1. Most American tourists heard about the desirability of visiting Egypt through the mass media rather than interpersonal or any other kind of communication.
2. Television is most often mentioned by these tourists than any other media in terms of the awareness stage.

3. Most of the American tourists made up their minds to come to Egypt as a result of interpersonal communication rather than any mass medium.

Before testing these hypotheses, it appeared necessary to examine the plan for tourism promotion and its allocated budget set up by the Ministry of Tourism for 1980, in an attempt to evaluate its impact and dimensions in terms of attracting Americans to come to Egypt. There is a striking difference between the allocated budget for tourism promotion in Egypt and that of other countries, such as Greece. In most importing tourist countries, the budget allocated for tourism promotion appears to be much higher than that of Egypt. This could partly explain why Egypt, despite its various tourist assets, receives a smaller number of tourists compared to other countries that have relatively fewer tourist attractions.

The aim of this study was to examine the possible influence of different kinds of communication that make Americans aware of Egypt as a desirable place to visit, and ultimately helping them to decide to visit Egypt. Therefore, literature which was reviewed was selected with a view to tracing the impact of different kinds of communication at the awareness and the decision-making stages. Research undertaken in Egypt has studied the history and functions of mass communication or the development of the tourism industry. Very few of the works were found to deal with tourist publicity,



and while efforts were made to locate previous research dealing with mass communication in terms of tourism increase, none of the works was found to be relevant to this particular study. Previous literature did not explore the role of the mass media and other kinds of communication regarding tourism in Egypt. This study attempted to introduce data in terms of the relationship between communication and tourism.

Diffusion theory relates to how American tourists heard about Egypt as a potential place to visit and which kind of communication most influenced them in their decision to come to Egypt. At the awareness and the decision-making stages, a one-step, two-step, and/or multi-step flow appears to be operating. It was necessary to review the various models or theories of mass communication and their role in the diffusion and decision-making processes.

Because this study attempted to shed light on the impact of different kinds of communication in terms of attracting Americans to Egypt, case study and sample survey appeared the suitable methodologies to be used. However, there were practical difficulties in getting a random sample of all American tourists for the following main reasons:

1. Names of tourists are rarely available to the Egyptian travel agencies before their arrival in Egypt. Agencies are primarily interested in tourist numbers rather than specific names.

## 2. Last minute cancellations.

Several hundred American tourists were studied from among those who visited Egypt during 1980 and during the winter of 1981. A cross-section study of these groups during this time period appeared likely to reflect the most recent influences of different kinds of communication at the awareness and the decision-making stages. It was believed that a comparison of the groups of 1980 and the winter of 1981 would bring out some characteristics in terms of the type of American tourists who come to Egypt, as well as provide a high rate of reliability and internal validity. The winter season was chosen because it still remains the peak tourist season in Egypt for most American tourists.

A questionnaire designed to capture the two main processes of the awareness and the decision-making stages was given to 1,000 American tourists of 1980 and of the winter of 1981. Five hundred copies of the questionnaire were distributed to tourists who visited Egypt in 1980 through Egyptian government tourist offices in the United States, as well as through the various offices of Trans World Airlines (TWA) in the United States. TWA offices forwarded the questionnaires to American travel agencies to be sent to their clients who had visited Egypt in 1980. This appeared to be the best means of acquiring the data from returned tourists.

Of the 500 questionnaires, 251 respondents filled them out, from which 228 were found to be suitable for statistical manipulation. It must be noted that the mail questionnaire system has a number of disadvantages among which is the low rate of response. However, due to limited resources, it was the only tool available to the required information from tourists who have returned home. Nevertheless, this technique appeared to produce the best set of data in terms of reaching American tourists from different parts of the United States. This has accounted for the "typicality" of the bulk of American tourists who come to Egypt. Furthermore, the comparison of the groups of 1980 and 1981 has provided a high rate of reliability and internal validity.

Those who visited Egypt during the winter of 1981 were selected from five Egyptian travel agencies specializing in bringing large numbers of American tourists to Egypt. Each of them was given a copy of the same questionnaire to be filled out during their stay in Egypt. From the 500 copies, 351 responded. Among these 315 were found to be statistically examinable. The rate of response was much higher than that of the previous year, possibly due to the influence that the tour leaders might have had upon their clients, because the questionnaires were distributed in person, whereas questionnaires of 1980 were sent by mail.

The final tourist sample size consisted of 228 American tourists from 1980 and 315 from 1981 totalling 543 American

tourists representing 54.3 percent of the total number of questionnaires that were sent.

The hypotheses were tested by examining questionnaire responses which included fixed-alternative and open-ended questions, and some specific demographics of sex, age, marital status, education and income that appeared to be important to this particular study. The questionnaire was pretested three times before its final version was designed. Results of 1980 and those of 1981 were analyzed separately and then were combined together providing a clearer indication of viewpoints or trends regarding characteristics of the bulk of American tourists who come to Egypt. Results were analyzed through cross tabulation.

The demographic variables were also analyzed through cross tabulation to show their impact on media use and other kinds of communication at the awareness and the decision-making stages in terms of American tourists coming to Egypt. However, the variable of income was constantly analyzed with another variable because it was considered to be the most important variable in terms of its impact on tourism expenditure in Egypt.

Answers were tabulated at a significance level of .05 (95% confidence level), the level generally used in the social sciences.

Results of 1980 and those of 1981 showed that the mass media were found to be more influential than other kinds of

communication in terms of making Americans aware of Egypt as a desirable place to visit. At this stage, books were found the most influential medium. On the other hand, interpersonal communication, rather than any other mass medium, was found to be most instrumental in helping Americans to make up their minds to visit Egypt.

Therefore, the first hypothesis, which stated that American tourists became aware of Egypt as a desirable place to visit through the mass media rather than interpersonal or any other kinds of communication, may be accepted. The second hypothesis, that television is the medium most often mentioned by American tourists at the awareness stage, must be rejected, because books ranked first in terms of frequency. The third hypothesis, that American tourists made up their minds to visit Egypt as a result of interpersonal communication rather than any mass medium, may also be accepted.

In combining results from 1980 and 1981, it was found 83.5 percent of American tourists were aware of Egypt as a desirable place to visit. Sources of awareness came from books: (30.4%), television: (23%), newspaper: (12.3%), specialized publications: (11.2%), films: (6%), and radio: (0.4%).

Although the second hypothesis was rejected, television did rank second and it appears that it could have been the most influential medium if the Ministry of Tourism had

exerted more effort in terms of promoting tourism via this channel. But it seems that the Ministry of Tourism could not afford to carry out sufficient publicity through this medium because of its limited budget. Television and books attracted different income categories of tourists, while newspapers attracted 85.5 percent of those with yearly income of \$20,000 and over.

At the awareness stage, American tourists with an income range of over \$20,000 per year represent 75 percent of the tourists. Those who are married and over 40 years of age represent 69.5 percent of the total number of respondents. Those with college degrees represent 60 percent. Men represent 45 percent, while women represent 55 percent of the total number. These percentages did not significantly differ from the decision-making stage.

It seems, therefore, that Egypt, as a tourist destination, attracts more of those whose incomes range from \$20,000 and over and those with college degrees. On the other hand, it does not sufficiently attract those who are single and those under 40 years of age. It is possible that this could be due to lack of appropriate services for those people, of lack of promotional campaigns and/or marketing functions.

In terms of the decision-making stage, 65.5 percent of American tourists decided to visit Egypt as a result of other influential kinds of communication. Interpersonal

communication scored 29.3 percent, exhibits 14.2 percent, travel agencies 8.5 percent, Egyptian cultural centers 3.2 percent, Egyptian tourist office 2.1 percent and airlines 2.1 percent.

It must be noted that the score of the Egyptian state tourist office may not be representative in terms of evaluating its activities. The Egyptian tourist office may have played an indirect role at both stages by providing mass media representatives with the required information, participating in exhibits, sports and cultural festivals, and coordinating the efforts of travel agencies and airlines to promote tourism to Egypt.

It is also worth mentioning that respondents at both stages who gave other reasons than those listed in the questionnaire, referred mostly to the Egyptian-Israeli peace treaty negotiations. As a matter of fact, it seems that there is a direct correlation between the peace treaty and the increase of American tourists in Egypt, because the number of American tourists has increased remarkably since 1978. For some years the United States used to be the second important country exporting tourists to Egypt. The leading country generating tourists was Saudi-Arabia, but in 1979 and 1980, the United States was the most important. However, in 1981, it again became the second important after Saudi-Arabia.

Results of the in-depth interviews have provided further insight in terms of the medium or the kind of communication being selected at both stages. Those who mentioned books referred to the auto-biography of the late President Sadat, In Search of Identity, and history and guide books, and novels. Those who selected television referred to the coverage of King Tut exhibits throughout parts of the United States. Those who selected interpersonal communication referred to relatives or friends who either have visited Egypt and diffused favorable word-of-mouth publicity or just encouraged them to make the trip out of curiosity and excitement.

Results of the last three items of the questionnaire show that tourists who have visited Egypt previously rarely come back again. Cultural and historical tourism in Egypt were found to attract 80.5 of American tourists. Also of concern is the fact that 43 percent felt that information provided about Egypt in the United States is not sufficient to promote Egypt as a desirable place to visit, 29.5 percent answered by "do not know," while 27.5 percent answered positively.

So, it appears that American tourists generally come to Egypt once mainly for cultural and historical tourism, but rarely come back again. This may reflect the fact that travel agencies are still relying on classical tours in their programs, or that other fields of interest are not



yet adequately developed in Egypt. It also appears that there is lack of sufficient information about Egypt in the United States.

Although this research has concentrated only on American tourists, it was undertaken as a pilot study in that no previous research has been undertaken dealing with mass communication and the increase of tourism in Egypt. This study could also serve as a "model" for studying other nationality groups coming to Egypt.

Furthermore, even though the sample was not random, it consisted of a fairly large number of people who could be regarded as rather representative of the type of American tourists who come to Egypt. The comparison of the groups of 1980 and 1981 has reflected the most recent influences of different kinds of communication vis-a-vis American tourists coming to Egypt. It also has provided a high rate of reliability and internal validity to the overall results. These groups or cases were found to be similar in many aspects, and particularly in terms of the hypotheses. The few differences that were found were as a result of some fluctuations in certain demographics.

Another study worthy of investigation is why people decided not to come to Egypt even though they have been exposed to communication about tourism in Egypt. However, due to limited resources, this would have to be a separate study. The focus of the present study was only on those

who come to Egypt and the role of communication in that decision-making process.

## B. RECOMMENDATIONS

Based on the results of this study, it seems useful to suggest some recommendations that could be beneficial in terms of increasing American tourists in Egypt. Such recommendations could be of interest to the Ministry of Tourism in planning future communication strategies to attract Americans to come to Egypt.

1. Expanding tourism promotion which was found to be insufficient to promote Egypt as a desirable place to visit, since 43 percent answered negatively, 29.5 percent answered by "do not know" and only 27.5 percent answered positively. Consequently a higher budget should be allocated to the Egyptian government tourist offices in the United States.
2. Using the mass media in promotional campaigns, as they were found to be influential by 83.5 percent at the awareness stage and are likely to have a growing importance at the decision-making stage.
3. Seeking to strengthen the cooperation with book writers, journalists and travel writers since books were found to be the most influential medium at the awareness stage, and newspapers were found to

- attract, by 85.5 percent, those with an income range from \$20,000 to \$40,000 and over per year.
4. Attempting to approach the television medium for a favorable publicity about Egypt. In case of unavailable funds, efforts should be made to approach the educational channels of the American public broadcasting for free access and where the quality of the material being presented is the main requirement.
  5. Expanding promotional activities within American universities or educational institutions as Egypt seems to attract, by 63 percent, those with college degrees.
  6. Studying the possibility of opening a third tourist office in the United States which appears to be and is likely to remain the most important market from the Organization of Economic Cooperation and Development (OECD) countries exporting tourists to Egypt. Most of the importing tourist countries, aware of the importance of the American market in generating tourists, have established more than two offices in the United States. Israel, for example, has seven offices in the United States.
  7. Following up improved tourist services because the tourist's satisfaction during his or her visit in Egypt may well generate additional tourists, since

interpersonal communication was found to be most instrumental at the decision-making stage.

8. Encouraging exhibits to be brought to the United States in which historical items would be displayed, such as the King Tut and Akhnaton exhibits, the 1982 Knoxville World's Fair display, as well as folkloric and artistic exhibits.
9. Urging travel agencies to organize programs especially for youth who may like inexpensive accommodations but also may like to spend their money on entertainment and shopping. Such expenditures would add a good portion to tourist receipts in Egypt.
10. Promoting the establishment of recreational services suitable to attracting unmarried persons, who represent 29 percent of the total number, and studying the possibility of increasing gambling places in the various hotels.
11. Stimulating the development of other fields of interest, apart from cultural tourism, which attracted by 80.5 percent American tourists, followed by religious tourism, which scored 8.5 percent of the total number of respondents.
12. Encouraging travel agencies to diversify their programs and not limiting them to classical tours only.
13. Recognizing the importance of coordinating the efforts among these three vital sectors of services,

promotion and marketing, because they are inter-related and interdependent, and because they are also imperative to the growth of tourism in any country.

Before it can take these recommendations into consideration, the Ministry of Tourism must clearly define its objectives. Does it look for the increase of tourists or the increase of tourist receipts? There is a striking difference between the quantity and the quality of tourism. The quantity deals with the number of tourists regardless of the category of their income, education or any other variables. The quality of tourism is concerned mainly with those of high income and education who, presumably, would require and expect specific tourist services to meet their socioeconomic status.

If the Ministry of Tourism decides to make the effort to attract larger numbers of tourists, it must consider the carrying capacity of its various tourist services. It must also consider the possible damage that may threaten Egypt's tourist attractions as a result of an uncontrolled boom in tourism. If it decides to attract special categories of tourists, it must provide adequate services to meet their increased expectations.

Therefore, it is absolutely necessary to define the objectives in accordance with the available means before planning or carrying out any promotional campaign. Those

objectives are likely to determine the communication strategy in terms of reaching the required type of tourists through the most appropriate channels of communication.

This study has attempted to shed light on the impact of the mass media and other kinds of communication vis-a-vis American tourists who come to Egypt according to the different categories of sex, age, marital status, income, and education. The results may contribute to some understanding regarding the relationship between communication and the tourist's decision to visit Egypt.

APPENDIX A

QUESTIONNAIRE

1. Case No.
2. Sex                                      Male                                      Female
3. Age            20-29            30-39            40-49            50-over
4. Marital Status            Single                                      Married
5. Education  
    Bachelor's degree  
    Master's degree  
    Doctor's degree  
    Some college but not degree  
    High school only
6. Income range per year:  
    under \$20,000  
    \$20,000 - \$29,000  
    \$30,000 - \$39,000  
    \$40,000 - over
7. Date of visit to Egypt:  
    month                                      year
8. Did the mass media (radio, newspaper, television, films, books, specialized publications) in the USA play a direct part in making you aware of Egypt as an attractive place to visit?  
    Yes                                      No
9. If yes, which medium do you think made you aware of Egypt as an attractive place to visit?  
    - Newspaper                                      - Films  
    - Radio                                      - Books  
    - Television                                      - Specialized publications

10. If no, what do you think most made you aware of Egypt as an attractive place to visit? Check the most important one of those below.

- |                       |   |
|-----------------------|---|
| - Exhibits            | - Discussion with other people such as friends or relatives |
| - Travel agencies     | - Egyptian cultural centers                                 |
| - Airlines            | - Egyptian tourist office                                   |
| - Steamship companies | - Other   |
| - Folkloric festivals |   |
| - Sports festivals    |   |

(please specify)

11. The last three questions are related to what made you aware of the desirability of visiting Egypt. Now we want to know what made you decide to visit Egypt? For example, did the mass media such as: television, newspaper, radio, films, books, specialized publications make you decide to come to Egypt?

Yes

No

12. If yes, which medium was most instrumental in helping you to make your decision?

- |              |                            |
|--------------|----------------------------|
| - Newspaper  | - Films                    |
| - Radio      | - Books                    |
| - Television | - Specialized Publications |

13. If no, what made you decide to come to Egypt? Check the most important one of those below.

- |                       |   |
|-----------------------|---|
| - Exhibits            | - Discussion with other people such as friends or relatives |
| - Travel agencies     | - Egyptian cultural centers                                 |
| - Airlines            | - Egyptian tourist office                                   |
| - Steamship companies | - Other   |
| - Folkloric festivals |   |
| - Sports festivals    |   |

(please specify)

14. If you have visited Egypt previously, what made you decide to come back again?

- |              |   |
|--------------|---|
| - Mass media | - Discussion with other people such as friends or relatives |
| - Exhibits   | - Other   |

(please specify)



15. In deciding to come to Egypt, what attracted you the most?

- Desert travel
- Spa centers
- Recreation (such as sports, swimming, riding, golf, sailing, rowing, etc.)
- Religion (such as visiting religious sites, etc.)
- History and culture (such as visiting pyramids, tombs of the Pharaohs, Coptic and Islamic architecture, etc.)
- Other

(please specify)

16. Do you think information provided about Egypt in your country is sufficient to promote Egypt as a desirable place to visit?

Yes

No

Do not know

APPENDIX B

QUESTIONNAIRE

1. Case No.
2. Sex                                      Male                                      Female
3. Age                      20-29                      30-39                      40-49                      50-over
4. Marital status              Single                                      Married
5. Education  
    Bachelor's degree  
    Master's degree  
    Doctor's degree  
    Some college but not degree  
    High school only
6. Income range per year:  
    under \$20,000  
    \$20,000 - \$29,000  
    \$30,000 - \$39,000  
    \$40,000 - over
7. Date of visit to Egypt:  
    month                                      year
8. Apart from the possible influence of learning about Egypt in school or of school history books, did the mass media (radio, newspaper, television, films, books, specialized publications) in the USA play a direct part in making you aware of Egypt (not in deciding to come to Egypt but only making you aware of Egypt) as an attractive place to visit? If yes, which medium do you think most made you aware of Egypt as an attractive place to visit? Pick only one.  
  - Newspaper                                      - Films
  - Radio    - Books
  - Television                                      - Specialized publications

9. If no, what do you think most made you aware of Egypt as an attractive place to visit? Check the most important one of those below. If there is more than one reason, please number them in their order of importance.

- Exhibits
- Travel agencies
- Airlines
- Steamship companies
- Folkloric festivals
- Sports festivals
- Discussion with other people such as friends or relatives
- Egyptian cultural centers
- Egyptian tourist office
- Other

(please specify)

10. The last two questions are related to what made you aware of the desirability of visiting Egypt. Now we want to know what made you decide to visit Egypt? For example, did the mass media such as: television, newspaper, radio, films, books, specialized publications make you decide to come to Egypt? If yes, which medium was most instrumental in helping you to make your decision? Pick only one.

- Newspaper
- Radio
- Television
- Films
- Books
- Specialized publications

11. If no, what made you decide to come to Egypt? Check the most important one of those below. If there is more than one reason, please number them in their order of importance.

- Exhibits
- Travel agencies
- Airlines
- Steamship companies
- Folkloric festivals
- Sports festivals
- Discussion with other people such as friends or relatives
- Egyptian cultural centers
- Egyptian tourist office
- Other

(please specify)

12. If you have visited Egypt previously, what made you decide to come back again? Pick only one.

- Mass media
- Exhibits
- Discussion with others such as friends or relatives
- Other

(please specify)

13. In deciding to come to Egypt, what attracted you the most? If there is more than one reason, please number them in their order of importance.

- Desert travel
- Spa centers
- Recreation (such as, sports, swimming, riding, golf, sailing, rowing, etc.)
- Religion (such as, visiting religious sites, etc.)
- History and culturé (such as, visiting pyramids, tombs of the Pharaohs, Coptic and Islamic architecture, etc.)
- Other

(please specify)

14. Do you think information provided about Egypt in your country is sufficient to promote Egypt as a desirable place to visit?

Yes

No

Do not know

APPENDIX C  
TABLES

Appendix C - Table 1  
Awareness Stage, 1980  
Frequency of Each Medium According to Income and Sex

Income	Newspaper			Radio			Television			Films			Books			Specialized Publications		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Under \$20,000	6	2	4	-	-	-	6	-	6	3	-	3	4	-	4	3	3	-
From \$20,000 to \$29,000	18	7	11	-	1	1	10	4	6	3	-	3	18	12	6	6	4	2
From \$30,000 to \$39,000	12	8	4	-	-	-	19	10	9	4	2	2	12	9	3	9	2	7
From \$40,000 to \$49,000	8	5	3	1	-	-	7	4	3	5	4	1	13	10	3	10	3	7
Total	44	22	22	2	1	1	42	18	24	15	6	9	47	31	16	28	12	16

Appendix C - Table 2  
 Awareness Study 1980  
 Frequency of Each Medium According to Income and Age

Income	Newspaper				Radio				Television				Films				Books				Specialized Publications									
	20-29	30-39	40-49	50-Over	Total	20-29	30-39	40-49	50-Over	Total	20-29	30-39	40-49	50-Over	Total	20-29	30-39	40-49	50-Over	Total	20-29	30-39	40-49	50-Over	Total					
	Under \$20,000	1	2	2	1	6						1	2	1	2	6						2	1	1	-	4	1	2	-	3
From \$20,000 to \$29,000	2	3	3	1	9	1				1	7	2	2	1	10	8	4	2	4	18						2	1	3	-	6
From \$30,000 to \$39,000	2	6	2		10						1	7	9	2	19						1	4	3	4	12	1	2	3	3	9
From \$40,000 to \$49,000	1	1	4		6						2	5	2	1	7							2	6	5			1	5	4	10
Over \$50,000	6	1	17	10	34	2				7	6	17	18	15	42	47	11	11	12	13	28	4	6	11	7	4	6	11	7	28
Total	12	13	26	14	65	4	1	1	2	8	19	25	27	33	85	57	22	22	26	55	13	47	47	47	122	28	28	46	46	148

Appendix C - Table 3  
 Awareness Stage 1980  
 Frequency of Each Medium According to Income and Marital Status

Income	Newspaper		Radio		Television		Films		Books		Specialized Publications	
	Total	Single Married	Total	Single Married	Total	Single Married	Total	Single Married	Total	Single Married	Total	Single Married
Under \$20,000	6	2 4		- -		1 5		2 3		3 4		1 2
From \$20,000 to \$29,999	18	8 10	1	1 -	2 10	1 3		1 2	5 18		5 6	-
From \$30,000 to \$39,999	12	6 4		- -	7 19	1 4		1 3	5 12		5 9	3 6
From \$40,000 to Over	9	3 5	1	1 -	7 7	2 5		2 3	3 13		3 10	- 10
Total	45	21 23	2	2 -	42 10	15 6		9 9	47 31		16 28	10 18

Appendix C - Table 3  
 Awareness Stage 1960  
 Frequency of Each Medium According to Income and Education

Income	Newspapers				Radio				Television				Films				Books				Specialized Publications									
	Total	B. Degree	H. Degree	Ph.D.	College out no degree	High School	Total	B. Degree	H. Degree	Ph.D.	College out no degree	High School	Total	B. Degree	H. Degree	Ph.D.	College out no degree	High School	Total	B. Degree	H. Degree	Ph.D.	College out no degree	High School	Total	B. Degree	H. Degree	Ph.D.	College out no degree	High School
Under \$20,000	6	1	1	0	2		6	2	1	1	2	3		2	1	1	2	3		4	1	1	3	2	1		1	1	2	1
From \$20,000 to \$29,000	12	5	7	1	2		10	5	2	3		3		3	2	1	3	17		6	2	1	6	2	1		1	1	1	1
From \$30,000 to \$39,000	12	3	3	1	1		19	6	1	3	6	4		6	1	3	6	12		5	3	3	1	1	3	1	1	1	1	1
From \$40,000 to Over	9	3	3	2	1		7	2	1	4	1	5		2	1	1	1	13		4	6	2	1	1	3	2	3	2	1	
Total	41	12	10	4	6	4	42	15	5	7	9	15	2	15	2	2	4	56	16	11	6	9	4	28	7	4	4	8	5	



Appendix C - Table 5

Awareness Stage 1981  
Frequency of Each Medium According to Income and Sex

Income	Newspaper			Television			Films			Books			Specialized Publications			
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	
																Total
Under \$20,000		2	2		5	24		7	1		57	7	35		6	6
				29			3							10		
From \$20,000 to \$29,000	9	4	5	22	8	14	5	3	2	30	8	22	13	9	5	3
From \$30,000 to \$39,000	2	1	1	11	6	5	3	3	-	27	13	9	6	2		
		4	2	19	8	11	7	5	2		15	8	6	7	2	
From \$40,000 to Over	5									23						
	21	11	10	81	27	54	18	13	5	117	43	74	30	17	13	
Total																

Appendix C - Table 6  
 Awareness Stage 1981  
 Frequency of Each Medium According to Income and Age

Income	Newspaper				Radio				Television				Films				Books				Specialized Publications				
	20	30	40	50	20	30	40	50	20	30	40	50	20	30	40	50	20	30	40	50	20	30	40	50	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	29	39	49	Over	29	39	49	Over	29	39	49	Over	29	39	49	Over	29	39	49	Over	29	39	49	Over	
	Total				Total				Total				Total				Total				Total				
Under \$20,000	1	-	1	2					4	4	5	16	1	-	-	2	10	7	7	18	1	-	4	5	
From \$20,000 to \$29,000	1	2	1	5					29	4	4	5	9	3	2	-	42	1	2	8	19	1	2	3	2
From \$30,000 to \$39,000	-	1	1	-					22					5			30								
From \$40,000 Over	-	-	-	-					11	1	3	4	3	3	-	1	22	1	2	5	14	-	3	2	3
	-	2	3	1					19	-	2	4	13	7	2	-	23	-	2	8	13	-	-	1	3
Total	21	2	5	6	8	81	9	13	18	41	18	6	2	3	7	117	12	13	28	64	2	5	10	13	

Appendix C - Table 7

Awareness Stage 1981  
Frequency of Each Medium According to Income and Marital Status

Income	Newspaper			Television			Films			Books			Specialized Publications		
	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married
Under \$20,000	4	1	3	29	9	20	3	1	2	42	18	24	10	4	6
From \$20,000 to \$29,000	9	2	7	22	8	14	5	2	3	30	8	22	8	4	4
From \$30,000 to \$39,000	2	1	1	11	3	8	3	-	3	22	3	19	8	2	6
From \$40,000 to \$49,000	5	2	4	19	2	17	7	-	7	23	1	22	4	-	4
Total	21	6	15	81	22	59	18	3	15	117	30	87	30	10	20

Appendix C - Table 8  
 Awareness Stage 1981  
 Frequency of Each Medium According to Income and Education

Income	Newspaper				Radio				Television				Films				Books				Specialized Publications																	
	Total	B. Degree	M. Degree	Ph.D.	College but no degree	High School	Total	B. Degree	M. Degree	Ph.D.	College but no degree	High School	Total	B. Degree	M. Degree	Ph.D.	College but no degree	High School	Total	B. Degree	M. Degree	Ph.D.	College but no degree	High School														
Under \$20,000	4	-	-	1	2	1	10	2	-	-	13	4	3	2	-	-	-	1	29	10	2	-	-	13	4	3	2	-	-	-	1	16	10	2	3	1	1	1
From \$20,000 to \$29,000	9	2	3	1	2	1	7	3	2	6	4	4	5	3	2	-	-	-	10	7	8	8	4	5	10	8	4	3	2	5	5	1	4	-	1	2		
From \$30,000 to \$39,000	2	-	1	1	-	-	3	-	1	3	4	4	3	1	2	-	-	-	11	3	6	3	4	4	22	6	3	4	1	5	5	6	-	-	-	1	1	
From \$40,000 - Over	6	1	1	4	-	-	8	2	1	3	3	3	7	2	1	4	-	-	19	8	2	1	3	3	19	8	2	4	7	2	4	2	4	2	-	-	1	1
Total	21	3	5	7	4	2	81	28	7	27	15	18	18	9	3	2	4	1	117	32	20	12	25	28	30	11	7	1	4	7	30	11	7	1	4	7		

Appendix C - Table 9  
 Decision-Making Stage 1980  
 Frequency of Other Kinds of Communication According to Income and Sex

Income	Exhibits			Travel Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with Other People			Egyptian Cultural Centers			Egyptian Tourist Office		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Under \$20,000	3	-	3	3	-	3	1	-	1	-	-	-	-	-	-	-	-	-	6	2	4	1	-	-	-	-	-
From \$20,000 to \$29,000	20	9	11	7	2	5	1	-	1	-	-	-	-	-	-	1	-	-	17	9	8	3	-	-	1	-	-
From \$30,000 to \$39,000	12	8	4	8	5	3	2	-	2	-	-	2	-	1	2	1	-	1	18	8	10	2	-	-	3	2	1
From \$40,000 Over	12	7	5	3	1	2	2	-	1	-	-	1	-	1	1	-	1	20	12	8	7	7	5	3	4	3	2
Total	47	23	23	21	8	13	6	1	5	1	1	3	3	2	1	6	1	5	161	71	90	13	5	8	9	6	3

Appendix C - Table 10

Decision-Making Stage 1980

Frequency of Other Kinds of Communication According to Income and Age

Income	Exhibits		Travel Agencies		Airlines		Steamship Companies		Folkloric Festivals		Sports Festivals		Discussion with Other People		Egyptian Cultural Center		Egyptian Tourist Office		
	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90-99	100-109	110-119	120-129	130-139	140-149	150-159	160-169	170-179	180-189	190-199	200-209
Total	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Under \$20,000	2	1	-	-	2	1	-	-	-	-	-	-	2	3	-	1	-	-	-
From \$20,000 to \$29,000	4	3	4	1	2	-	-	-	-	-	-	-	4	5	1	2	-	-	-
From \$30,000 to \$39,000	-	3	-	9	1	2	4	1	-	2	-	1	3	1	7	1	-	1	1
From \$40,000 over	1	-	6	5	-	2	1	-	-	-	-	-	-	3	5	2	-	-	2
Total	-7	7	14	17	21	5	4	7	5	6	1	1	1	1	1	1	1	1	1

Appendix C - Table 11  
 Decision-Making Stage 1980  
 Frequency of Other Kinds of Communication According to Income and Marital Status

Income	Exhibits		Travel Agencies		Airlines		Steamship Companies		Folkloric Festivals		Sports Festivals		Discussion with Other People		Egyptian Cultural Centers		Egyptian Tourist Office		
	Single	Married	Single	Married	Single	Married	Single	Married	Single	Married	Single	Married	Single	Married	Single	Married	Single	Married	
Under \$20,000	2	1	1	2	1	1	-	-	-	-	-	-	2	4	-	1	-	-	
	1		3										6		1				
From \$20,000 to \$29,000	7	13	3	4	1	1	-	-	-	-	1	1	8	9	2	1	-	1	
	20		7										17		3			1	
From \$30,000 to \$39,000	6	8	7	1	2	2	1	1	2	2	1	1	5	13	1	1	-	3	
	12		8						2				18		2			3	
From \$40,000 Over	3	9	1	2	-	2	-	-	-	1	1	1	1	19	1	6	1	4	
	12		3						1	1	1	1	20		7			5	
Total	47	16	21	12	6	4	2	1	3	3	2	1	61	55	11	6	9	1	8

Appendix C - Table 12

Decision-Making Stage 1980  
Frequency of Other Kinds of Communication According to Income and Education

Income	Exhibits				Travel Agencies				Airlines				Steamship Companies				Folkloric Festivals				Sports Festivals				Discussion with Other people				Egyptian Cultural Centers				Egyptian Tourist Office			
	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree	Total	Master	Doctor	College & no degree				
Under \$20,000	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
From \$20,000 to \$29,000	20	7	7	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
From \$30,000 to \$39,000	12	8	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
From \$40,000 - over	12	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2			
Total	47	17	17	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10			



Appendix C - Table 13  
 Decline-taking \$1/93 1961  
 Frequency of Other Kinds of Communication According to the Income and Sex

Income	Exhibits			Travel Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with Other People			Egyptian Cultural Center			Egyptian Tourist Office		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female			
Under \$20,000	5	2	2	7	2	5	-	-	-	-	-	-	-	-	-	1	1	2	10	7	3	-	-	-	1	-	1
From \$20,000 to \$29,000	9	4	5	8	5	3	1	1	-	-	-	-	-	-	-	1	-	1	5	10	13	3	-	-	-	-	-
From \$30,000 to \$39,000	7	-	7	6	3	3	-	-	-	-	-	-	-	-	-	1	-	1	15	10	4	-	-	-	-	-	-
From \$40,000 Over	-	6	1	4	2	2	2	-	-	-	-	-	-	-	-	3	2	1	27	12	15	1	-	-	-	-	-
Total	27	12	15	25	17	8	3	3	-	-	-	-	-	-	-	6	3	3	55	35	19	6	1	3	2	1	1

Appendix C - Table 14  
 Decision-Making Stage 1981  
 Frequency of Other Kinds of Communication According to Income and Age

Income	Exhibits		Travel Agencies		Airlines		Steamship Companies		Folkloric Festivals		Sports Festivals		Discussion with Other People		Egyptian Cultural Centers		Egyptian Tourist Office	
	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49	Total	Over 39 49
Under \$20,000	4	1	7	1	-	-	-	-	1	10	1	1	8	5	-	-	1	-
From \$20,000 to \$29,000	9	2	8	1	1	1	1	1	1	2	1	1	2	6	1	1	1	1
From \$30,000 to \$37,000	7	2	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$40,000 - Over	7	3	4	2	2	1	1	1	3	2	3	2	1	1	1	1	1	1
<b>Total</b>	<b>27</b>	<b>3</b>	<b>25</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>9</b>	<b>10</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>1</b>

Appendix C - Table 15  
 Decision-Making Stage 1981  
 Frequency of Other Kinds of Communication According to Income and Marital Status

Income	Exhibits		Travel Agencies		Airlines		Steamship Companies		Folkloric Festivals		Sports Festivals		Discussion with Other People		Egyptian Cultural Centers		Egyptian Tourist Office		
	Total	Single	Total	Single	Total	Single	Total	Single	Total	Single	Total	Single	Total	Single	Total	Single	Total	Single	Total
Under \$20,000	4	1	3	3	-	-	-	-	-	-	1	1	10	10	-	-	1	1	-
From \$20,000 to \$29,000	9	3	1	7	1	1	1	1	1	1	1	9	14	3	3	-	-	-	-
From \$30,000 to \$39,000	7	1	1	5	-	-	-	-	-	-	1	1	16	3	-	-	-	-	-
From \$40,000 to \$49,000	7	-	1	3	-	2	-	3	3	3	3	3	24	27	-	-	-	-	1
Over \$50,000	7	5	6	19	3	1	2	5	6	6	6	1	69	4	4	4	2	1	1
Total	27	10	12	34	6	4	6	11	15	15	15	27	69	42	42	42	42	42	42

Appendix C - Table 16

Decision-Making Stage 1981  
 Frequency of Other Kinds of Communication According to Income and Education

Income	Exhibits			Travel Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with Other People			Egyptian Cultural Centers			Egyptian Tourist Office		
	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree	Total	Master	College & no degree
Under \$20,000	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$20,000 to \$29,000	9	5	1	2	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$30,000 to \$39,000	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$40,000 to \$49,000	7	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total	27	16	5	2	25	5	3	9	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Appendix C - Table 17

Awareness Stage 1980-1981  
Frequency of Each Medium According to Income and Sex

Income	Newspaper		Radio		Television		Films		Books		Specialized Publications		
	Total	Male	Total	Male	Total	Male	Total	Male	Total	Male	Total	Male	
		Female		Female		Female		Female		Female		Female	
Under \$20,000	10	4	-	-	35	5	30	2	4	7	39	7	6
From \$20,000 to \$29,000	27	11	-	1	32	12	20	3	5	20	28	9	5
From \$30,000 to \$39,000	14	9	-	-	30	16	14	5	2	22	12	8	9
From \$40,000 - Over	14	9	1	-	26	12	14	9	3	25	11	5	9
Total	65	33	2	1	123	45	78	19	14	164	90	58	29



Appendix C - Table 19

Awareness Stage 1930 - 1961  
Frequency of Each Medium According to Income and Marital Status

Income	Newspaper		Radio		Television		Films		Books			Specialized Publications			
	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married
Under \$20,000	10	3	7	-	-	35	10	25	3	3	21	25	5	8	
From \$20,000 to \$29,000	27	10	17	1	-	32	10	22	3	5	13	35	10	4	
From \$30,000 to \$39,000	14	9	5	-	-	30	10	20	1	6	8	26	5	12	
From \$40,000 Over	14	5	9	1	-	26	2	24	2	10	4	32	-	14	
Total	65	27	38	2	2	123	32	91	9	24	46	118	58	38	





Appendix C - Table 21  
 Decision-Making Stage 1980-1981  
 Frequency of Other Kinds of Communication According to Income and Sex

Income	Exhibits			Travel Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with other people			Egyptian Cultural Centers			Egyptian Tourist Office			
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	
Under \$10,000	7	2	5	10	2	8	1	-	-	-	-	-	1	-	-	1	-	-	9	27	1	1	1	1	-	-	1	-
From \$10,000 to \$29,000	29	13	16	15	7	8	2	1	1	-	-	-	2	-	-	2	-	-	19	21	6	1	1	1	-	-	1	-
From \$30,000 to \$49,000	19	8	11	14	8	6	2	1	2	-	-	2	2	2	2	2	-	-	18	14	2	1	1	1	2	1	1	-
From \$50,000 Over	19	13	6	7	3	4	4	-	-	-	-	4	1	-	-	4	3	1	24	23	8	6	6	6	4	2	6	-
Total	74	36	38	46	20	26	9	4	5	1	1	3	9	5	4	15	70	35	17	6	11	7	4	11	7	4	4	

Appendix C - Table 22

Decision-Making Stage 1980-1981

Frequency of Other Kinds of Communication According to Income and Age

Income	Exhibits		Travel Agencies		Airlines		Steamship Companies		Folkloric Festivals		Sports Festivals		Discussion with Other People		Egyptian Cultural Centers		Egyptian Tourist Office	
	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90-99	100-109	110-119	120-129	130-139	140-149	150-159	160-169	170-179	180-189	190-199
Under \$20,000	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$20,000 to \$29,000	6	4	9	10	4	1	1	4	1	1	1	1	6	10	1	1	1	1
From \$30,000 to \$39,000	5	1	1	1	1	2	1	1	2	2	2	1	3	1	2	1	1	1
From \$40,000 to \$49,000	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total	15	7	14	14	7	7	4	7	7	7	7	7	11	11	6	6	6	6

Appendix C - Table 23  
 Decision-Making Stage 1980-1981  
 Frequency of Other Kinds of Communication According to Income and Marital Status

Income	Exhibits			Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with Other People			Egyptian Cultural Centers			Egyptian Tourist Office		
	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married	Total	Single	Married
Under \$20,000	7	3	4	10	4	6	1	1	-	-	-	-	-	-	1	-	1	12	24	-	1	1	1	1	1	1	-
From \$20,000 to \$29,000	29	10	19	15	4	11	2	2	-	-	-	-	-	-	-	2	2	17	23	2	4	6	1	1	1	-	1
From \$30,000 to \$39,000	19	5	14	14	8	6	2	2	1	-	-	1	1	2	1	1	8	24	2	1	1	2	3	1	1	-	3
From \$40,000 Over	19	3	16	7	2	5	4	4	-	-	-	1	3	1	1	3	4	41	1	7	8	6	1	1	1	5	
Total	74	21	53	46	18	28	9	5	4	1	1	3	9	3	6	155	61	114	17	4	13	11	2	9	11	2	9

Appendix C Table 24

Decision-Making Stage 1930-1981  
 Frequency of Other Kinds of Communication According to Income and Education

Income	Exhibits			Travel Agencies			Airlines			Steamship Companies			Folkloric Festivals			Sports Festivals			Discussion with Other People			Egyptian Cultural Centers			Egyptian Tourist Office		
	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree	Total	Doctor	College & No degree
Under \$20,000	7	4	1	10	5	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$20,000 to \$29,000	29	17	4	15	5	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$30,000 to \$39,000	19	9	1	14	5	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
From \$40,000 over	19	4	6	7	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total	74	24	19	56	19	14	16	9	2	4	2	4	2	4	15	15	17	17	19	13	13	13	13	13	13	13	13

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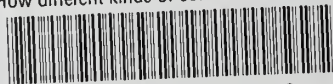
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